

CHEMIST & DRUGGIST

The newsworthy for pharmacy

a Benn publication

March 7 1981

**SNC meets
in emergency:
Minister to
address LPCs**

**Concern over
medicines
manufacture
in hospitals**

**Enterden:
counter-moves
by doctors**

**Campax launch
digital tampon**

**Footcare
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FEATURE**

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CHEMIST & DRUGGIST

Incorporating Retail Chemist

March 7 1981

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Editor:
Ronald Salmon MPS

Contributing Editor:
Adrienne de Mont
BPharm MPS

Business Editor:
Gerry Duggin BSc

Editorial assistants:
Judy Bargh
BPharm MPS
Liz Platts BA

Information services:
Ivan Cotgrove

Advertisement Manager:
Peter Nicholls JP

Director:
James Lear

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25 New Street Square, London
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Telephone: 01-353 3212
Editorial advertisements offices:
25 New Street Square, London
EC4A 3JA
Telephone: 01-353 3212 Telex 27844

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Shirley, Solihull, W Midlands
B90 3AE 021-744 4427

North East: Permanent House
The Headrow, Leeds LS1 8DF
0532 452841

Scottish: 74 Drymen Road, Bearsden
Glasgow 041-942 2315

North West: 491 Chester Road
Old Trafford, Manchester M16 9HF
061-872 5151

West country & south Wales:
10 Badminton Road, Downend
Bristol BS16 6BQ 0272 564827

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COMMENT

Sun-daydream

It must have been a nightmare! General practice pharmacists recently had this terrible dream that there was a child-resistant container scheme only ten days away, they'd invested in stocks of the things, the manufacturers had worked extra shifts to produce them, and some had made up shortfalls at enormous expense by importing from abroad. Then, at the last minute, the Government—who'd agreed to the scheme and promoted it—said it wouldn't pay the going rate. Just before waking up in a sweat, the pharmacists remember hearing that, after all, a compromise, "splitting the difference", had been reached in the last seconds of the last hour.

Thank goodness for the reality of the cold light of day. In fact (we learn from a mutually congratulatory president of the Pharmaceutical Society and Minister for Health—p420) it was all a "stop-go situation" which indicated just how well pharmacists and the Government could get along with one another in producing a satisfactory solution. How foolish of us all not to have seen that truth when the Minister was broadcasting on Radio 4's "You and Yours" programme that there was no more money and that pharmacists should introduce the scheme "in the interests of children".

But now all is revealed—and that makes the prospect of next Sunday's conference of Local Pharmaceutical Committee representatives very attractive indeed. The Minister, Dr Vaughan, will be there, and who can doubt that his purpose is to announce first hand (but perhaps only as everyone is about to rush off for their train, so do please stay to the end) that the growing sense of

frustration showing through in recent PSNC dealings with the DHSS has been misplaced.

There will be a generous notional salary (for 1980), Dr Vaughan will say. The idea that the Department has been trying to get out of costs updating under the pretext of "wiping the slate clean" has all been a misunderstanding; the panel has not only been agreed but has been working in secret for the past six months, the property cost allocation formula has been acclaimed by the Inland Revenue's financial wizards . . . we won't go on, for fear of stealing the Minister's thunder. Can't think why PSNC thinks it necessary to go into emergency session on Saturday, unless it be to drink the Minister's health!

Then again . . . perhaps that too was all a dream.

Whose watchdog?

Cosmetics agencies will watch with some trepidation the director general of Fair Trading's reference of Raleigh Group's trading practices to the Monopolies Commission. The Group has refused to supply certain multiple retailers—Argos have been among the complainants—partly on the grounds that service and follow-up are essential to the consumer interest.

Curiously, the director general "is not permitted to give a judgment on the issues of public interest"—which poses the question of whom exactly trading is supposed to be fair to, if not the public. Hopefully, the Commission, when it comes to study the matter, will take a broader view of what constitutes public interest than it has sometimes in the past. ■

Minister to face LPC delegates

The Pharmaceutical Services Negotiating Committee is to hold an emergency meeting on Saturday to discuss the lack of progress in negotiations with the Department of Health over notional salary and property costs.

The committee will present a report the following day to the conference of Local Pharmaceutical Committees in London. The Minister of Health, Dr Gerard Vaughan, has agreed to address the conference and answer non-technical questions. The PSNC has outlined the "current state of negotiations" in a letter to LPCs. When agreeing in June 1980 to the pharmacy review panel, the Department also agreed to "wipe the slate clean" in respect of past profit and discount, and that the property cost allocation claim would be backdated to 1977.

However in November 1980 the Department told PSNC that "wiping the slate clean" was to be applied to remuneration and discount, not profit and discount. PSNC complained to the Minister that this action would deprive contractors of more than £2m due to them at June 30, 1980.

PSNC is also concerned that there has been no offer for the 1980 proprietors' notional salary or updating of costs in the first half of 1980. The new property cost allocation formula agreed by the joint PSNC/Department of Health technical subcommittee has been referred by the Department to the Board of Inland Revenue's valuation department. PSNC sees this move as a further unwarranted delay.

The following action has been taken on topics discussed at a joint meeting of PSNC and Pharmaceutical Society representatives on January 7:

- PSNC's technical subcommittee is to look at the possibility of seniority allowances being made to pharmacists who attend postgraduate courses.

- Representations have been made to the Department that the visual identification system used in the Scottish Drug Testing Scheme, whereby easily identifiable single dose forms can be recognised accurately, should be extended to England and Wales.

- PSNC has agreed that a domiciliary pharmaceutical service is desirable in

addition to a collection and delivery service for all housebound patients. Consideration is being given in the new contract to payment for domiciliary pharmaceutical services which are currently not remunerated. PSNC has made clear that any money for the additional pharmacist allowance should not be tied to a domiciliary service or vice versa.

- PSNC and the Society are seeking a meeting with the Department to make the point that bulk prescribing is not in the public interest. The Department had suggested that a recent Miscellaneous Provisions Order made bulk prescribing legal. ■

Sangers change their terms

Sangers Pharmaceuticals last week amended the discount scheme they were to bring in from March 1 (C&D February 21)—apparently to meet the leapfrogging terms being issued by other wholesalers.

On the first £1,000 of proprietary "ethicals" there will be no discount, and from £1,000 upwards purchases will attract 8 per cent. This is for the 30-day scheme and is reduced to 4 per cent under the 60-day scheme. ■

Hospital production causes concern

A recommendation that manufacture of medicines should cease in eight English hospitals has not been observed, it was revealed in the House of Commons on Tuesday.

Mr Patrick Jenkin, Secretary for Social Services, said he shared the concern of MPs—and it was their questions that had enabled Ministers to take direct action. He told three Labour MPs during oral questions that although as Crown premises NHS hospitals were not subject to regulations for the issue of licences, or to the other requirements of the Medicines Act 1968, they were subject to similar administrative controls.

"All the 480 NHS manufacturing

units in Great Britain have been inspected and inspection will continue in 1981, including radio-pharmaceutical units as appropriate. Eighteen manufacturing units in Great Britain have been recommended to cease manufacture and I am asking for an urgent report on why manufacturing has not ceased at each of the eight hospitals in England.

"In considering the inspectors' reports, Health Authorities must of course weigh the risks of continued manufacture against the benefits to patients of having preparations available from their own hospital laboratories."

Mr Paul Dean, Conservative, asked whether the Minister thought there was a "real need" for hospitals to manufacture pharmaceutical products—or would it be cheaper to buy from established suppliers outside? Mr Jenkin replied "I have to tell you that I am not satisfied that every one of the 480 hospitals needs to engage in manufacturing as they are at present". Nor was he satisfied that manufacture would be better than buying if full account were taken of the costs involved.

Mr Jenkin added that the question would be discussed by the new Supply Council which is being set up to coordinate purchasing of medicines. ■

Why Government agreed on CRCs

The Government's last-minute agreement to pay pharmacists an extra 0.3p container allowance to extend the voluntary CRC scheme was an indication of how strongly the Government wanted the scheme to go ahead, Dr Gerard Vaughan, Minister for Health, told a Press conference last week at the Pharmaceutical Society's headquarters.

The "stop-go situation" surrounding the launch also indicated how the Government and pharmacists could get together and come to a satisfactory solution, he added. Dr Vaughan hoped the scheme would be successful and urged the Press to look on it as their campaign, not just a campaign of the Pharmaceutical Society. He hoped the Press would point out that the elderly and others unable to cope with CRCs would be able to ask for conventional containers.

Dr Vaughan estimated that 70 per cent of the 170 million solid dose preparations a year would be dispensed

in CRCs, at a cost of around £900,000—£1m, or a maximum of £1.2m. Hospital costs of treating children for suspected poisoning were about £1.5m, but that was not the point of the scheme. "It is not a money-saving campaign but a life-saving one," he explained.

The Society's president, Mr David Sharpe, who chaired the conference, said that the container costs inquiry would take place "as soon as possible." Mr Sharpe was later interviewed on three radio programmes; Mr Bruce Rhodes, the Society's assistant secretary, was interviewed on LBC, Beacon Radio and Thames Television, and there were other broadcasts on local radio stimulated by the Society's public relations officers.

The Glass Manufacturers Federation is supporting the scheme with Press briefings to increase public awareness of the use of CRCs. A series of local radio interviews is planned, aimed primarily at mothers with young children. "If the scheme doesn't get off to a good start it will be very difficult to resurrect," a spokesman told *C&D*.

Age Concern England has welcomed the safeguards for the elderly and handicapped. "The most important thing now is to make sure that elderly people know about the scheme," says Mr David Hobman, director. "Age Concern will do all it can through its 1,300 local organisations and urges everyone else who works with elderly people to do the same." ■

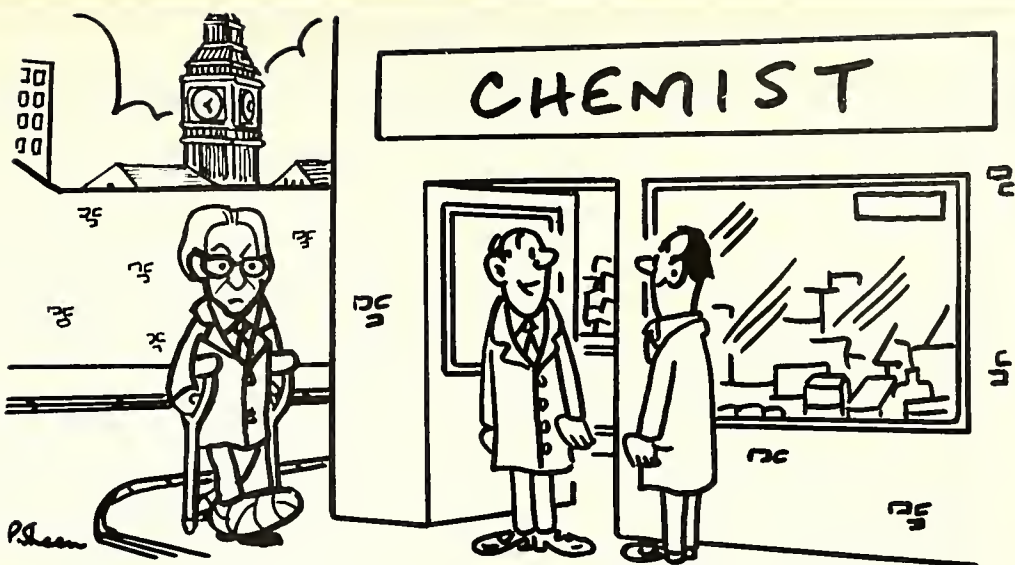
Pharmacists lead anti-smoking scheme

A Scottish scheme in which pharmacists will provide information and advice on giving up smoking is due to be fully launched next week.

The scheme will take place in the Argyll and Clyde and Greater Glasgow areas, and is a joint venture on the part of the Glasgow and West of Scotland Branch of the Pharmaceutical Society, Scottish Action on Smoking and Health, the Health Education departments of the two regions involved and the Scottish Health Education Group. All pharmacists in the areas were invited to take part and willing participants received a pack of promotional material for display. This included a poster, shelf stickers, and badges for assistants, with the message "Ask Me".

Pharmacists in the scheme also received 250 copies of a Scottish Health Education Group leaflet in newspaper format giving information and hints on stopping smoking.

A press conference to help



"I've been in foot-care for years"

publicise the scheme has been arranged for Monday, March 9. Mr Peter Nelson, secretary, Glasgow and West of Scotland Branch and Mr David Nair, a former chairman of the Branch, will speak at the conference together with Dr Eileen Crofton, medical director, Scottish Committee, ASH.

Mr Nelson said that the idea started with a member of his branch who was also a member of ASH. He expected the scheme to last for six months or longer if successful and said there had been a good response from pharmacists in the area.

Although the project is concentrating on advice about giving up smoking, it will be evaluated to give information about the pharmacist's role as a supplier of health education and advice, and may be followed by other projects. □ Sir George Young, Under Secretary for Health and an outspoken supporter of the anti-smoking lobby, has enthusiastically endorsed the Society's attempts to ban tobacco sales through pharmacies. In the Commons on Tuesday he said: "It is deplorable that any member of the health professions should be trading in products so harmful to health." ■

ASTMS attempt to 'put pressure on'

The London Branch of the Retail Pharmacy Guild is trying to pressurise the Minister of Health over some of the profession's grievances.

Using the help of full-time ASTMS officials, the branch is lobbying the 24 ASTMS-sponsored MPs to exert pressure on the Minister over his failure to set up the pharmacy review panel, as well as his failure to reach an agreement with PSNC on the notional salary for 1980. The long-standing issue of payment of property costs is also being raised.

The Guild intends to strongly

oppose any proposed increase in the discount applied by the DHSS ■

Toxic shock: US incidence falls

The incidence of toxic shock syndrome in the US has dropped noticeably in recent months, according to a report in last week's *General Practitioner*.

The US Centre for Disease Control in Atlanta reported a peak of 115 cases last August but the number had fallen to 40 by December. The Centre suggests that factors responsible for this fall could be the decrease in use of tampons—from 20 per cent of US women in July 1980 to 55 per cent by December—and the withdrawal from the market of Rely, the brand most closely linked to the disease. ■

More legal moves at Tenterden

Two summons, served by the solicitors acting for doctors practising at Ivy Court, mean that the doctors do not need to file their defence till June 18, if at all (*C&D*, January 3).

On Wednesday of last week a "times summons" was issued, applying to the High Court for further time to prepare the doctors' defence.

This application was heard in London earlier this week and was successful—because of the effect of second summons served on Thursday of last week, which makes application to: strike out the endorsements on Paydens' writ and statement of claim against the doctors. The application to "strike out" will be heard by Master Elton of the High Court on June 4.

If the doctors are unsuccessful in this application they must file their defence against Paydens' original writ by June 18. ■

EEC REPORT

by Richard Carswell, senior executive, CSM European Consultants Ltd

Free movement of pharmacists within EEC

The European Commission's proposals on the free movement of pharmacists within the EEC (*C&D*, February 7) have now been published in full. The proposals consist of two draft council Directives and a draft council decision. The Directives now go to the European Parliament and the economic and social committee for their opinions and then to the council of ministers for discussion and adoption. Once adopted member states will pass the necessary national legislation to implement the Directives.

Setting minimum standards

The first draft Directive aims to harmonise member states' laws so that holders of a diploma, certificate or other university qualification in pharmacy meeting certain conditions are entitled to pursue the activities of a person:

- responsible for the preparation of the pharmaceutical form of medicinal products and for their manufacture and testing;
- in charge of a laboratory for testing medicinal products;
- responsible for the storage, preservation and distribution of medicinal products at the wholesale stage;
- responsible for preparing and dispensing medicinal products in dispensaries on a retail basis or for patients in hospitals;
- involved in the dissemination of scientific information on medicinal products to the medical and pharmaceutical professions.

The award of a qualification would have to ensure that the holder had adequate knowledge of the starting materials used in pharmacy; of pharmaceutical technology and the physical, chemical and biological testing of medicinal products; of the action and metabolism of medicinal products and toxic substances and the use of medicinal products, and of the conditions associated with the practice of pharmaceutical activities.

A qualification would have to prove a minimum training period of five years, including at least four years full-time theoretical and practical training and six months in-service training in a dispensary. There is a

let-out clause for those member states with two recognised courses (four years and five years) allowing the four-year qualification to be recognised.

The minimum theoretical and practical training would have to include biology, experimental physics, different types of chemistry, pharmaceutical chemistry, biochemistry, anatomy and physiology, semiology, microbiology, pharmacology, pharmaceutical technology, toxicology, pharmacognosy (*materia medica*), and legislation and deontology.

The draft Directive, as proposed, does not give pharmacists a monopoly of the activities mentioned above, nor does it affect the geographical distribution of dispensaries and the monopoly of dispensing medicinal products which would still be regulated by the member states.

Furthermore, member states would still be free to organise the teaching of minimum training courses and to require a pharmacist responsible for a dispensary to complete an in-service training course after receiving his or her qualification.

Mutual recognition and free movement

The second draft Directive would require member states to recognise each other's qualifications awarded to member state nationals, so that every holder of a qualification had the same right to take up and pursue pharmacy either in an employed or self-employed capacity. The appropriate qualification in the UK and Ireland would be the certificate of Registered Pharmaceutical Chemist. In the event of justified doubts, the host member state may require confirmation of the authenticity of the qualification issued in another member state.

A host member state, which required proof of good character from its nationals wishing to become pharmacists, would have to accept from another member state national, a certificate of good character (or equivalent document) issued by a competent authority in the other member state. The same would apply to proof of good physical and mental health. (Any document in question would have to be no more than three months old.)

The draft Directive guards against undue procedural delay by stipulating that the procedure for

authorising the person concerned to practise pharmacy must be completed not later than three months after the presentation of documents "without prejudice to delays resulting from any appeal that may be made on the completion of this procedure".

Various articles of the draft Directive cover the use of academic and professional titles and the taking of an oath or the making of a solemn declaration: "Member states shall see to it that, where appropriate, the persons concerned acquire, in their own interest and in that of their customers, the linguistic knowledge necessary for the practice of their profession in the host country."

Advisory committee

Finally the Commission has proposed a draft council decision to set up an advisory committee on pharmaceutical training to help apply the Directives in detail. The committee would consist of three representatives from each member state representing the profession, the universities, and the national governments. ■

Harmonisation of cosmetics

A directive harmonising national laws on the composition and labelling of cosmetic products (*C&D*, February 14, p307) has been approved by the EEC Commission and submitted to the Council for ratification.

If adopted by the council, it is expected member states will be obliged to implement the directive into national legislation by the end of 1984. In the UK this will mean amending the 1978 Cosmetic Products Regulations.

A second directive harmonising the methods analysing cosmetics (a commission directive, not a council directive as stated in *C&D*, February 14) is also expected to gain approval. ■

First candidates for 'Dip Ag Vet'

Fifteen pharmacists have enrolled for the first diploma course in agricultural and veterinary pharmacy, starting on March 22 at Aston University (which is fully subscribed).

The 12 month course covers crop protection, legislation, hygiene, and animal health and husbandry. The diploma, issued by the Pharmaceutical Society to pharmacists after written and oral examination, entitles the holder to use the designatory letters "Dip Ag Vet." ■



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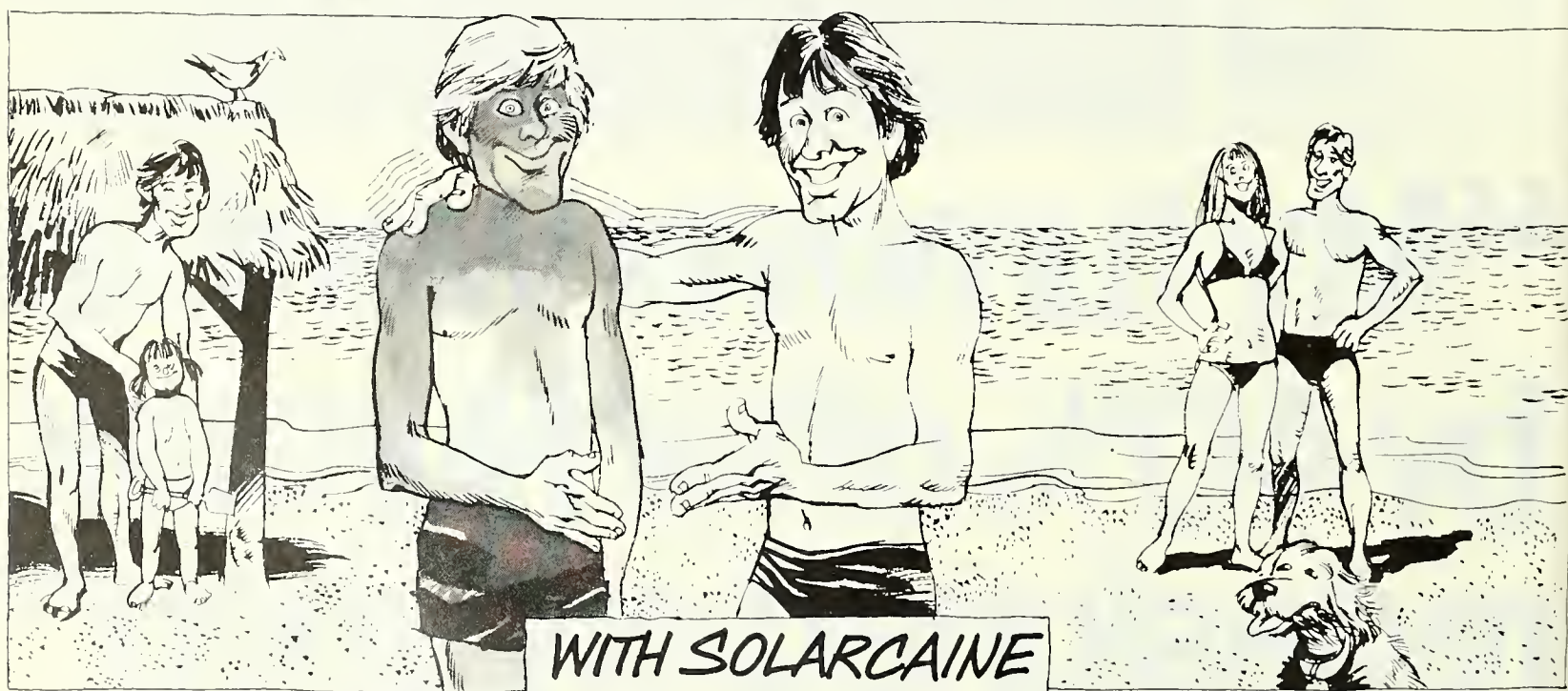
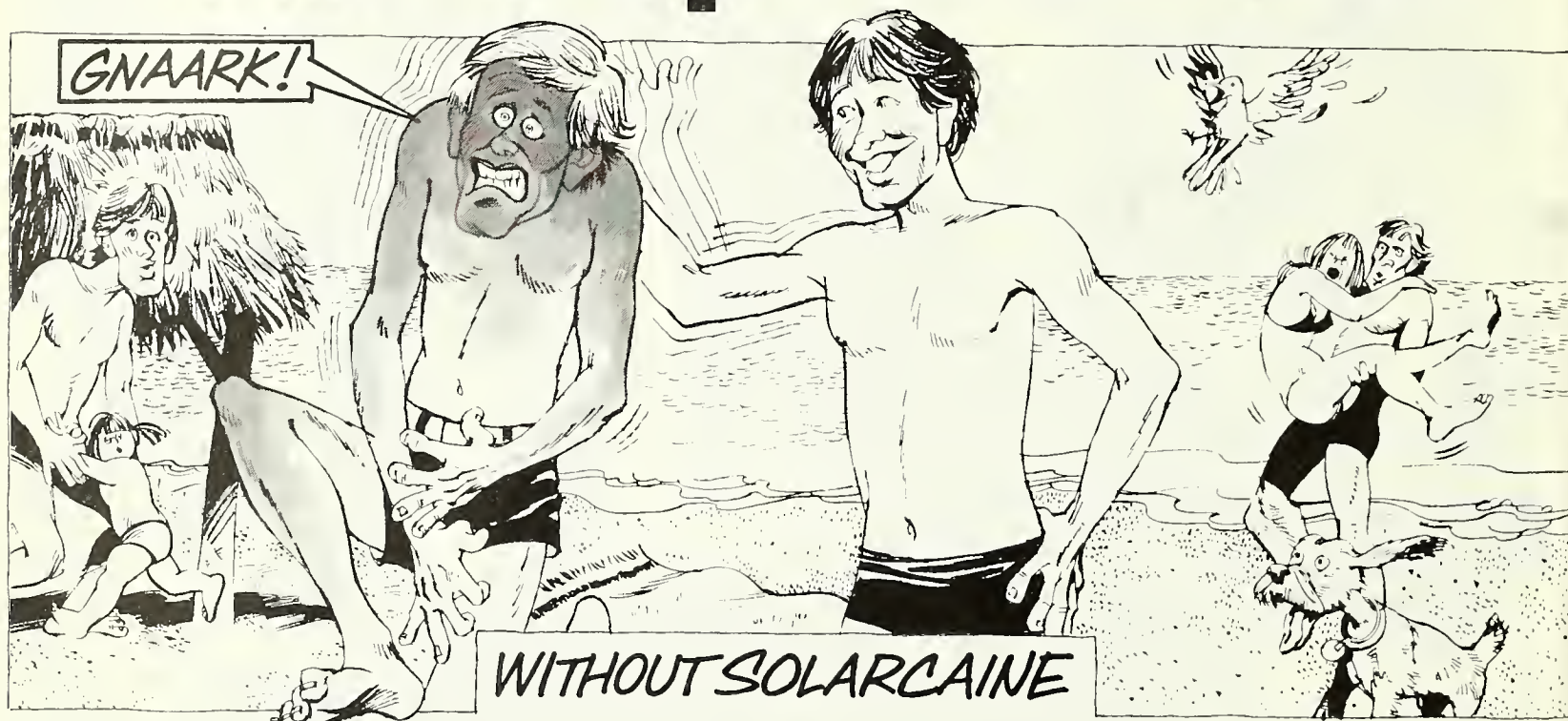
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Mr Eric Charles Eley, director, Organon Laboratories Ltd, celebrated 40 years service with the company on March 1. Mr Eley joined the company in 1941 as a technical assistant in the chemistry department. After army service he was employed on production and stock control at Morden and moved with the company to a new factory in Lanarkshire, Scotland in 1949. In 1963 he was made factory manager and in 1972 factory director. To celebrate the occasion, a formal dinner was held this Friday at which the president of the parent company, Akzo Pharma BV, was present. A further—informal—celebration will be held at Organon's head office, in Morden, later in the month.

Mr D. E. M. Appleby managing director, finance, Boots Co Ltd, is to retire from the company before his normal retirement date in order to pursue his farming interests. The board has agreed to release him and he will relinquish his position on March 31. Douglas Appleby has been with Boots for 13 years, first as finance director and later as managing director. The board has placed on record their appreciation for all his services.

Deaths

Issac. On February 18, Mr David Richard Anthony Issac, MPS, Dukes Covert, Bagshot, Surrey. Mr Issac was the former chairman of the Joint Boots Pharmacists Association. He registered in 1961 and held appointments in South Wales, Harringay, Southgate and Wood Green before being appointed manager of the Hounslow branch of Boots.

Mr Michael I. Hemmerdinger, MPS, present chairman of the JBPA, writes: "It came as a severe shock to all those who knew Tony to hear of his untimely death, in particular to those members of the Joint Boots Pharmacists' Association whom he had led and guided as chairman of the Association until February of this year.

"For many years he took a keen interest in the Association, as vice-chairman, then chairman of the West London Boots Pharmacists' Association, followed by his election to treasurer of the National Association in 1977. He held that post until his election as chairman in 1980.

"All those who knew Tony will remember him for his leadership and miss him for his companionship and sense of humour. To his wife, Sue, and her family we extend our deepest sympathy."

By Xrayser

Type-ical

I've had my shop typewriter for years. A great big old thing it is, with a carriage a mile long and erect like an upright grand. But being the butt of innumerable jibes—such as "What is it?" or "I didn't know you typed for Noah" etc—I decided to buy a brand new machine. Once it was duly installed the old one, having no trade-in value, was put in a box in the storeroom. I'm glad I did that too.

The new machine printed beautifully at first, but we soon found an unhappy fault developing. The self-adhesive labels, reeled for a typewriter, seemed to be squeegeed between the roller and the little pressure rollers underneath and began to spew their caulking: we ended up trying to fish out springy tendrils of viscous rubber from the roller—which, of course, could not be removed! We had to bring back the old machine (whose roller could be removed in a trice for cleaning) so today, despite badinage, it still serves in my modern pharmacy, whereas the new is at home being used for correspondence.

However, the traditional machine has disadvantages for two-finger typists such as I, for while I can translate "1 tds" as quickly as any computer my fingers seem to have a will of their own and frequently invert letter positions, giving such gems as "Tow trhee times daily" or "On efour horly".

I have been wondering how long it would be before the last of the office mechanicals, and electromechanicals ie the typewriters, would give way to a simple electronic machine. We already have totally effective print-out mechanisms (see, I've done it again... I meant mechanisms) and if a standard keyboard were to be mated to new five-symbol made-up letters, they ought to be produced so cheaply as to wipe out the sort of machines we use, in the same way as the old manual tills and adding machines were displaced by the new.

The first tangible step towards this idea has indeed already been offered to us by Unichem with their Scriptwriter, which looks ideal, except for the price. At £1,500 for a non-member it is too much for my small business, though for the high volume dispensaries it looks as big a boon as was the Kirby Lester counter.

Looking at the picture of the labels I find myself wondering why we don't include the number of tablets dispensed eg "30 Mogadon 5 mg" which might provide a further check for us.—(This addition is possible—Editor.)

Security

Years ago, after too many break-ins, I had my shop properly wired up with bells all over the place, tapes on window, magnetic contacts on door (called reeds I think?), bars and locks—in other words, the lot. Best thing I ever did, for not only did it reduce my insurance, but so far has effectively foiled several attempts.

But being a fidgety sort of fellow I'm always on the lookout for better systems, particularly if I can see the same sort of benefits at present enjoyed (if that is the word) for less outlay. The traditional alarms do involve considerable wiring and there are service charges which don't get cheaper, and I find myself wondering if the portable acoustic type which can be connected to existing bells or police phone could be incorporated in my scheme, so as to eliminate the standing charges?

Idle chatter

Have you had time to browse through the list of motions for the Branch reps meeting? In glancing at them it is very easy to dismiss most as relatively trivial, but in a sense it is well they are for it shows typical attention to minuteae which mark the professional mind. I can't help feeling, however, that a meeting of Council attended by the secretaries from branches with proposals, could clear the work a good deal more effectively than the vast picnic so greatly enjoyed today.

When you think of the misapprehensions underlying, for example, the first motion in the list (from Dorset) which suggests the publicity funds of the three quite disparate bodies acting for pharmacy should be administered as one, it might save embarrassment as well?

The NPA, PSNC and PSGB do not have identical aims or functions even though on occasions they may have a common cause, at which times I understand they already co-operate. ■

Panty Pads relaunch with Tendasoft net cover

Panty Pads are to be relaunched with a soft net Tendasoft cover which Lilia-White say is both more absorbant and comfortable. New packs have also been introduced in lilac, peach and green to give a more feminine appeal without changing the basic design.

Estimating the 1981 stick-on towel market will increase by £10 million to reach £51 million the company will be using an advertising campaign through women's magazines and promotional support worth nearly £1 million to support Panty Pads throughout the year. A 10p off coupon



will also be featured in the April 24 *Shopping Scene*. Lilia-White Ltd, Alum Road, Birmingham B8 3DZ. ■

PRESCRIPTION SPECIALITIES

Seton introduce Urisac range

A new Urisac range of urine drainage and incontinence products is being released by the Seton group to complement their leg drainage bag.

The Urisac 2000 night drainage bag (10, £6.33 trade) for domestic or hospital use is made in PVC and can be hung on a bed frame or universal bag hanger. Volumetric graduations are welded into the bag itself to avoid danger of obliteration, and one side is left clear to facilitate checking by the nurse, while the other is opaque for discreet presentation during visiting hours or in the home. The 90cm "kink-resistant" inlet tube has a connector which fits all sheaths and catheters, and a non-return flutter valve reduces risk of backflow of urine and ascending infection. A positive-action drainage tap is designed for easy handling by elderly and arthritic patients. The bag is supplied sterilised and either individually wrapped or bulk packed for hospital use.

The Urisac Portabag (10, £3.89 trade) and belt (£2.81 trade) is a discreet day bag providing an alternative to the leg bag for patients seeking security or mobility. A cotton waistband with adjustable Velcro

fasteners has a satin nylon front panel, to which the PVC bag is attached at a comfortable height by means of adjustable Velcro tabs. A non-return flutter valve is again incorporated to prevent back-flow, even when the patient is seated, and there is a low-profile push-pull drainage outlet. The portabag and belt are supplied separately, individually packed.

New Urisac male incontinence sheaths in four different sizes with improved design, will eventually replace the existing Seton sheaths. Seton Products Ltd, Tubiton House, Medlock Street, Oldham, Lancs. ■

Droleptan liquid

Janssen are introducing a liquid formulation of Droleptan. The 100ml bottles (£2.82 trade) contain droperidol 1mg in 1ml and have a graduated measuring cap. The liquid is colourless and can be taken with fruit drinks if required. Janssen Pharmaceutical Ltd, Janssen House, Marlow, Bucks SL7 1ET. ■

Epilim supplies

Labaz have announced that supplies of Epilim, which have been interrupted due to an industrial dispute, should now be available again. Some Epilim syrup may be supplied in temporary packs but the company has assured that these fully conform to acceptable standards of

packaging and labelling and that the product is unchanged.

Pharmacists still having problems with supplies should contact the customer services department of the distributors which are Reckitt & Colman Products Ltd, Pharmaceutical Division, Dansom Lane, Hull HU8 7DS. ■

Burinex injection

Leo Laboratories announce the addition of 10ml Burinex ampoules, 0.5mg/ml in 5×10ml packs, (£7.00 trade). The 5×2ml and 5×4ml packs are still available. Leo Laboratories Ltd, Princes Risborough, Aylesbury, Bucks HP17 9RR. ■

Fucidin capsules

Fucidin capsules are to be repacked in 100's, (trade £52.64) replacing the 36 and 250 packs.

Leo Laboratories say that it will not be necessary for any existing packs of 36 or 250 to be returned. Leo Laboratories Ltd, Princes Risborough, Aylesbury, Bucks HP17 9RR. ■

Alcomycin prices

Farillon Ltd are distributors of Alcomycin eye drops and have amended their price from £0.97 trade (C&D, February 28) to £1.24 trade for a 5ml pack. Farillon Ltd, Bryant Avenue, Romford RM3 0PJ. ■

Camcolit tablets

Both the 250mg and 400mg strengths of Camcolit tablets are now film-coated. Packs with the new tablets will carry a sticker. Norgine Ltd, 59 High Holborn, London WC1V. ■

Amoxil dispersible tablets

Bencard have announced the introduction of Amoxil 500mg dispersible tablets, available in packs of 30 foiled tablets, (£10.50 trade). Bencard, Great West Road, Brentford, Middlesex TW8 9BE. ■

Protein enriched shampoo added in Supersoft relaunch

Reckitt are re-launching the Supersoft range with changes to both the packs and products, and introducing a new shampoo.

The changes include new perfumes, new formulations for the shampoos to give richer, creamier lather, and a new colour coding. The pack shape, introduced two years ago, is unchanged but the label has been re-styled.

Conditioner packs now have a distinctive colour to distinguish them from the shampoos.

The new protein enriched shampoo has been developed for the increasing number of women who perm and blow dry their hair. These heat treatments tend to dry up the natural secretions, proteins and oils and make the naturally smooth hair edge rough and frizzy, say Reckitts. Protein enriched contains a high proportion of proteins and conditioning oils to help restore

the hair's smoothness.

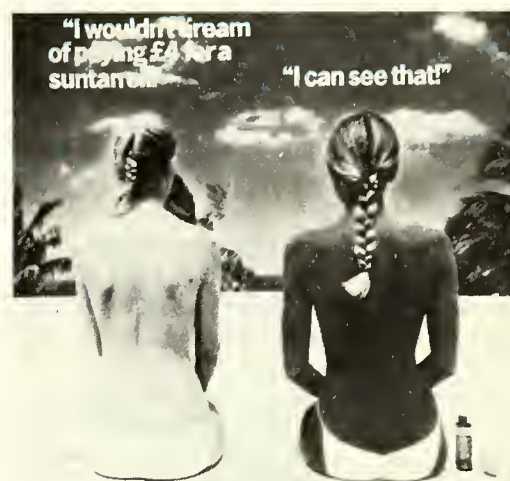
Reckitts claim that since the relaunch of the range two years ago, sales have increased dramatically. Shampoo sales (by volume) have gone up 80 per cent and conditioner by nearly 500 per cent they say:

Promotional spend

A total promotion spend of over £1m is allocated for this year of which £800,000 is for a television campaign in early summer and autumn.

Below-the-line projects will include national consumer magazine competitions, record promotion sponsorship, in-store couponing, extensive sampling and 25 per cent "bonus" enlarged packs.

Reckitt Products, Reckitt House, Stone Ferry Road, Hull HU8 8DD. ■



Winner of three of the 1980 Campaign Press advertising awards was the Bergasol "sitting" advertisement. The awards were a gold for the "Best Individual Advertisement", a silver in the Sunday Times award for the "Best Use of Colour" and a silver in the National Magazine Company award for the "Best Fashion and Beauty Advertisement". Second place in this latter category went to another Bergasol advert and placed third was the Crisan "Head on shoulders" campaign

Rodine C FOR RATS & MICE



Rentokil

PRODUCTS THE PROFESSIONALS USE

ORDER NOW FROM YOUR WHOLESALER.

Tampax enter digital tampon market with Tampets

Tampax are introducing a digital tampon, Tampets, into the British market. The digital tampon market has grown steadily to its present 37 per cent share and, they say, with two significant brands in a market worth £34 million rps there is room for more products. Tampets, they say, will stimulate the market even more.

The company admits that it is difficult to build a successful business in this sector—citing the Robinsons of Chesterfield Cameo tampon and Kimberly Clark's Kotex brand, both of which were deleted in the 1970s, as examples. Even the Playtex tampon introduced in 1980 is not at present showing signs of achieving a worthwhile brandshare, they say, despite television support.

Tampets, Tampax believe, has a good chance of success. "With the endorsement of the Tampax name we have instant trust, recognition and confidence built into any tampon product we make. We seem to be the 'Hoover' of the tampon industry—our name is practically a generic for tampons. No other manufacturer in the world has our credentials" says Alan Thornton, Tampax marketing director.

Once a woman uses tampons she is reluctant to return to external protection. Young users, Tampax say, are growing in numbers—70 per cent of the 19-24 age group compared to 51 per cent in the 35-44 category. Thus, they say the market will automatically increase in size as the girls grow older. And "the Tampax method of tampon construction is the most comfortable" they say. "The tampon absorbs by surface contact unlike its competitors. Widthway-only products may fit rather like a plug, and can be uncomfortable and difficult to remove. Tampax tampons fit flexibly, and withdraw easily."

These benefits the company claims, are now available in a digital version to suit the demands of consumers. The product features a rounded tip for comfortable insertion, a smaller, compact, natural fitting size giving the same standard of absorbency, an indentation at the base of the tampon for easier insertion, a securely stitched withdrawal cord and a discreet white wrapper.

Tampax say that in clinical trials



with 200 loyal Lil-lets users 65 per cent preferred Tampets and they believe that following a simulated-store test market research indicated Tampets would achieve a 12 per cent share of tampon sales.

Advertising for Tampets will run from May with a media spend of £550,000 until the year end. This includes double-page colour advertising in the women's Press and spots on Radio Luxembourg. First deliveries of Tampets include a 10p repeat purchase coupon in the pack. Pack graphics are green for regular and blue for super, available in 10s and 30s. Pricing is expected to be at the same level as existing brands.

Tampax tampons are currently being supported with a £850,000 advertising campaign stressing a woman never need worry about having a period when using Tampax. Advertising is being directed to young girls and their mothers. *Tampax Ltd, Havant, Hants.* ■

Bath robe offer

An on-pack offer of a bath robe for £13.95 is being run by Wella on Crisan shampoos. The white robe is made from 100 per cent cotton terry towelling and comes in small, medium and large sizes. Normal price for the robe is £23.95. A bath robe sticker will be attached to each Crisan bottle and should be returned by the consumer with both the order form and a cheque to *Wella (GB) Ltd, Wella Road, Basingstoke, Hants.* ■

Yardley body sprays and spring colours

Yardley have launched perfumed body sprays in Flair and Sea Jade fragrances available during March at a special introductory price of £0.99 for 85ml (instead of £1.30).

Other Yardley activity includes the introduction of the mandarins and melons colour collection for spring and summer with matching ESP lipstick (£1.50) and Diamond Glaze nail enamel (£0.95) in rich mandarin and rich melon, eyeshadow pencils (£1.00) in honeydew and blueberry and all over gleamer (£1.75) in gold mine and copper mine. *Yardley of London, Miles Grey Road, Basildon, Essex.* ■

Dylon combination

Dylon have now incorporated a powder conditioner into their shoe colour kit (£0.92). Previously purchased separately, the conditioner is supplied in a small tub and has only to be mixed with water before application. The price of the kit, with the addition of the conditioner, remains unchanged. *Dylon International Ltd, Worsley Bridge Road, Lower Sydenham, London SE26 5HD.* ■

Ginseng capsules from Pharmaton

Pharmaton are responding to the increasing UK demand for ginseng products by launching their own brand of ginseng extract capsules.

Each capsule contains 500mg of Korean root ginseng and they retail at £3.75 for 30. The company claim that fifteen years of intensive research has gone into the product. Advertising will be in *Here's Health* and *She* magazine and POS material will be available.

Pharmaton capsules, the multi-vitamin and ginseng preparation, are currently being advertised in *Woman, Woman's Own, Woman and Home, Radio Times* and *Choice* magazine. *Distributors: Pharmagen Ltd, Chapel Street, Runcorn, Ches WA7 5AP.* ■

SMALL WONDER

Casio's new Electronic Cash Register for the smaller shop-ONLY £99 (inc. VAT)



- * 6 totals.
- * 2 counters.
- * Automatic change calculation.
- * Simple repeat registering.
- * VAT, discount or premium calculation.
- * Date.
- * Instant "cash-up" button for daily total.
- * Optional audible key and error note.

Just what the smaller shop has been waiting for! Casio's new electronic cash register represents astonishing value for money at just £99, including VAT – and offers many features you would previously have paid far more for.

For example: no more tiresome cashing-up at the end of the day. Just press one button and the 11ER does it for you! Using the very latest electronic technology, the Casio 11ER offers an amazing number of functions, and will provide a really comprehensive selection of information to help you run your business more efficiently and with a considerable saving in time.

The list of features gives you an outline of what the 11ER can do. But for full information, send off the coupon below. You'll soon wonder how you ever managed without one!

CASIO®
TO BE PRECISE

To: Casio Electronics Company Limited, 28 Scrutton Street, London EC2.
(Enquirers from Ireland should contact: McConnells Business Equipment, McConnells House, Charlemont Place, Dublin 2.)

Please let me have – without obligation – full details of the new Casio 11ER Electronic Cash Register.

Name _____

Company _____

Address _____

Tel.No. _____

3CD/81

Almay expand their oily skin range

Almay is to expand its oily skin range with the introduction of a new moisturiser, foundation and blotting base. The moisturiser, containing no animal, vegetable or mineral oils, is a pale green tinted lotion packaged in a 125ml polythene bottle with a green cap and disc for easy identification (£2.35).

No-shine matt make-up base (£2.25), the company says, contains effective ingredients to absorb excess facial oils and prevents shine-through. Also available in four shades is a foundation for moderately oily skin (£2.00). Coming in a cylindrical glass bottle again with a green cap for identification, the four shades are moon glow, cameo beige, bisque and toasted beige. These products will be available from mid-March.

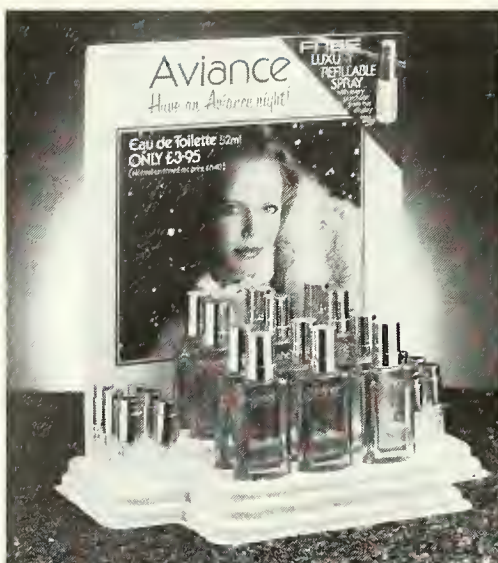
Almay are also introducing from mid-April a range of Gentle Colour lip and eye pencils (£1.50) in a choice of 12 colours and early April will see the launch Hi-protection cream for sun sensitive skins. With a protection factor of 10 the cream (120ml, £2.75) is described as a water resistant non-greasy formula suitable for the extra sensitive and fair-skinned. *Almay, 225 Bath Road, Slough, Berks SL1 4AU.* ■

Minadex changes

Farley Health Products are introducing new formula repackaged Minadex. The level of iron has been reduced to comply more closely with the Department of Health recommended daily intake for children and the reformulation results in a product classification change from Pharmacy Only to General Sales List.

The revised formula contains vitamin A 650 iu, vitamin D₂ 65iu, iron as green ferric ammonium citrate 12mg, calcium glycerophosphate 11.25mg, potassium glycerophosphate 1.125mg, manganese sulphate 0.5mg, copper sulphate 0.5mg in each 5ml.

Pack graphics have been redesigned. The 400ml size has been discontinued and is being replaced by a 500ml bottle (£2.31). There is no change in the price of the 200ml size (£1.16). *Farley Health Products Ltd, Torr Lane, Plymouth, Devon.* ■



Prince Matchabelli are offering the 52ml Aviance eau de toilette, uncartoned, at a special price of £3.95 (rsp cartoned £4.70). In addition the consumer will receive refillable handbag spray as a free gift. Prince Matchabelli, PO Box 242, Consort House, Victoria Street, Windsor, Berks

Numark consumer competition

Numark in conjunction with Heinz will be running a consumer competition "Happy Smiles" concurrently with their baby bargains national promotion in-store from March 9-21. First prize is a life assurance policy (maturity value at 18 years of age worth approximately £5,000) and runner-up prizes include 50 Polaroid new "Button" instant cameras with consolation prizes of 100 photograph albums.

Numark Superbuys during the period include Heinz baby food cans and dried baby food, Johnson's baby powder, shampoo and lotion, Curity Snugglers, Tender Touch cleansing wool, cleansing pleats, white puffs and coloured puffs, Robinson's baby foods and super cereals, Nivea creme, lotion, talc, dry skin lotion, and skin freshener.

Intermediate lines on promotion include Johnson's baby bath, Cow & Gate fruit syrups, Matey and Miss Matey, Whistling Pops, Ipso, Punch & Judy toothpaste, Palmolive soap, Nusoft medicated nappy liners, baby wipes, baby pants, and terry nappies. Optional extras include Fynnon salt, Fynnon calcium aspirin, Dinnefords and Bonjela teething gel. As usual, the Superbuys will be backed by advertising. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.* ■

March promotion from Patersons

With every standard pack of Acucolor Universal ordered during March Paterson will supply two 1 litre mixing jugs free to the retailer. Standard packs of Acucolor contain either four 250ml sizes or two 1 litre size packs.

The jug (£2.10) is moulded from polypropylene and is resistant to all photographic chemicals—it is scaled in metric, Imperial and US measures. *Paterson Products Ltd, Boswell Court, London WC1N 3PS.* ■

Profile coupons

Wilkinson Sword are offering consumers 20p off the purchase price of Profile blades when they buy a Profile razor. Blister packs will be flashed "Free 20p coupon off your next refill blades purchase" and the coupons can be redeemed until September 30. *Wilkinson Sword Ltd, Sword House, High Wycombe, Bucks HP13 6EJ.* ■

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is

Ajax cream cleanser:	M, Y, NE
Anadin:	All areas
Askit powders:	Sc
Clearasil clearguard lotion:	Ln, M, Lc, Y, So, NE
Colgate Dental Cream:	All areas
Farley's rusks:	All except E, CI
H.P.D. meal replacement:	All areas
Jeyes Thick Parazone:	All except Lc, WW, We, CI
Kleenex toilet tissue:	All areas
Lessen One and Lessen Two:	L, M, Lc
Paddi Cosifits:	All except E
Palmolive soap:	Ln, M, WW, Y, NE, Sc, G, Lc
Peaudouce:	All except U, CI
Philips Small Appliances:	Ln
Selsun:	Y, NE
Slender bars:	Ln, M, Y, U
Slingard Hot Savoury:	Lc, M, Y, NE
Sunsilk shampoo:	All areas
Vidal Sassoon:	Ln, M, Lc, Y, WW, So, NE



£500,000

We're putting our money where our mouth is.

You may have heard of Denivit Tooth-cream, you may not have.

But either way, you'll be hearing a lot about it over the next twelve months.

Because Denivit is unique.

Some toothpastes and powders are better at removing stains from teeth than others.

And the reason they're better is because they're more abrasive.

Acting like sandpaper on the smooth polished surfaces of teeth.

Well, being effective no longer means being harsh. New Denivit Toothcream was developed for KemaNobel by Swedish Dental Experts to be effective at removing the everyday stains caused by tea, coffee, wine or smoking, without being abrasive.

Instead, it uses gentle cleaning agents to make it more effective than ordinary toothpastes without doing

the damage to tooth enamel that most powders do.

And we will be telling millions of people exactly that by parting with £500,000 to buy national advertising on T.V. and in Women's Press.

But we didn't decide to go national without doing our homework.

We test marketed Denivit in Lancashire primarily through chemists, and sales of our toothcream exceeded our wildest expectations.

Our specially developed toothbrush and mouthwash didn't do badly either.

So when the man from Ernest Jackson comes to see you, remember that he has a wealth of experience in the chemist trade. And think of what you might miss if you don't listen to him.

Strong on stains. Kind to teeth.



A baby can let you know his feelings even without the benefit of words.

Try leaving him in a wet, uncomfortable nappy for instance, and see how long it takes before you understand what we mean.

It's therefore not surprising that mothers in their thousands are changing to Peaudouce BabySlips, to change an outburst from a healthy pair of lungs into a smile from a twinkling pair of eyes.

Because Peaudouce BabySlips keep a baby drier, for longer.

**PUT A SMILE
OF THE LIT**



A powerful argument in itself. But with the support of
£1.5 million on TV advertising
and promotion, massive sam-
pling schemes, and the per-
suasive voice of babies
offering a constant
reminder, you can
safely expect
more mothers



to be in search of Peaudouce BabySlips.

Which should give us all
something to smile about.

Peaudouce (UK) Ltd
PO Box 220 London N12
8PU 01-445 5246/7/8



PEAUDOUCÉ
BabySlips
KEEPS A BABY DRIER LONGER.

N THE EYES TLE PEOPLE.

**Britain's No.1 toothpaste is
No.1 in the fight against decay!**



Britain's No.1 toothpaste for 25 years, Colgate has prevented more cavities than any other British toothpaste.

And we're proud of it.

We're proud too of the technological achievement which has enabled us to contribute to better oral hygiene for our country's children.

There's no better safeguard against tooth decay than Colgate with its advanced fluoride system.

And we're supporting Colgate Dental Cream in 1981 with the kind of advertising and promotions you'd expect from Britain's No.1 toothpaste.

**Colgate runs rings
round all other toothpastes.**

Seasonal advertising hit by fewer viewers and higher costs

Figures issued by TABS (the Television Advertising Bureau) for the four weeks December 10-January 6 show the period to be one of heavy television advertising activity with the staple products being joined by the more seasonal campaigns.

Below, a table compiled for C&D, indicating how interesting the commercials are judged to be by a panel in the London area:

Andrex	63
Olympus cameras	59
Agfa cameras	55
Milton products	55
Scotties tri-pli	54
Vosene shampoo	53
Kodak cameras	51
Yardley toiletries	51
Tunes throat sweets	51
Duracell batteries	50
Alka Seltzer	50
Contac 400	50
Atrixio lotion	50
Carnation hot chocolate	50

An outstanding commercial can score about 80, a very poor one 25 and the average is just over 50.

At a time when the ITV share of the viewing audience fell to a net low of 46 per cent and when the actual production costs of making commercials are rising, advertisers are reaching fewer people yet at a higher cost. Some of the comments by the panel are as follows: —

Andrex continues to score well because “I always associate the child and the dog with softness, I feel it is original and animals in ads will always be popular”. Another viewer felt however that “although they are very sweet, I’m sure that the toilet tissue would tear, the way the puppy drags it along”.

Scotties attracted a lot of attention and was found to be “visually enjoyable to watch, nice photography, good sound.” However for some viewers the voiceover caused problems “Although it is along the right lines the chanting voice running through the ad is very irritating”.

Both Alka Seltzer and Contac 400 are using a completely different approach for their advertising, possibly feeling their previous campaigns have lost impact. The former “was well developed with its modern Star Wars type cartoon which holds your interest and is very up to date”. However some people thought

they were both “a bit stupid and far-fetched” with one ex-army man stating that the Contac advert showed “a Footguard private on mounted guard duty, which never happens.”

Outside the top ten several campaigns came in for strong criticism: —

Mandate “Awful, nauseating; worst

advert appearing at the moment.”

Jovan Musk Oil “I can’t imagine people getting like that over it.”

Anadin It doesn’t look like a true advert. They seem reluctant to name their competitors, almost as though they are afraid of comparing their product alongside their competition.”

Harpic Jet “Degrading for the officers to appear in! Only laughable, does nothing for the product itself”. More information can be obtained from TABS at 18 Maddox Street, London W1R 9LE. ■

Metatone* Tonic
-part of the family



PARKE-DAVIS

part of the Warner-Lambert Group

good products for you and your customers

Active Ingredients: Vitamin B, Ph Eur, Calcium glycerophosphate, Potassium glycerophosphate, Sodium glycerophosphate, Manganese glycerophosphate.

Parke-Davis & Co., Usk Road, Pontypool, Gwent NP4 0YH.

Further information and data sheet available on request. *Trade mark R81056

A strong new advertising campaign is encouraging your customers to ask for SEATONE

**Will the sales
and profits
be YOURS?**

McFarlane SEATONE is the first and original New Zealand Green-Lipped Mussel Extract marketed in England.

It consistently outsells all other brands.

It's a product you can sell with complete confidence.

It's supported by a full selection of sales aids - including window bills and streamers . . . display outers . . . counters and shelf displays . . . large showcards . . . leaflets . . . mobiles . . . shelf wobblers . . . even specially-lacquered New Zealand Green-Lipped Mussel shells to attract curiosity.

Now it's also supported by a strong, persuasive, continuing advertising campaign in publications such as Choice, Grace, Healthy Living, Here's Health, The Lady, Prevention, She and Yoga Today.

Can you think of any reason why your store shouldn't be among those who profit from all this?

McFARLANE SEATONE

McFarlane Laboratories (UK) Ltd.

11th Floor, New Zealand House,
Haymarket, London SW1Y 4TE, England.
Telephone: 01-930 8028

Who cares who makes it? It's mussel extract isn't it?

Careful...

To begin with, we care. McFarlane's Green-Lipped Mussel Extract has a reputation for unsurpassed quality and purity. We intend to keep it that way. We care so we can be sure.

Isn't that a reason for you to care too?

What we're sure of is that SEATONE is 100% pure. Because it's made by McFarlane Laboratories. We do everything from cultivating the mussels to capping the bottles.

McFarlane grow these unique shellfish "from seed to maturity" on our own scientifically-controlled farms in New Zealand.

McFarlane make sure the seawater stays pollution-free, through constant chemical and biological monitoring.

McFarlane harvest the mature mussels in our own special fishing vessels. Test the shellfish for contamination and purity. Freeze-dry the extract with our own process. Encapsulate and bottle it with our own machines. In our own factories.

This is SEATONE.*

McFarlane worry making it. So you won't worry taking it. Perhaps this is why it outsells all other mussel extracts.

And why you should care who makes it.

SEATONE is available from leading health food stores, Boots and other chemists. Insist on it by name. What's sure is pure.

*contains 100% McFarlane's Mussel Extract



SEATONE 100% PURE

McFarlane Laboratories (UK) Ltd.,
11th Floor, New Zealand House,
Haymarket, London SW1Y 4TE,
England.
Telephone: 01-930 8028

100% PURE

SEATONE

COUNTERPOINTS

'Low-priced' shaver from Ronson

A new "low-priced" dual voltage shaver the RS84 (£21.95), is being launched by Ronson. "By simplifying the packaging and incorporating a matt black head frame," says group products manager Geoff Owen "we are able to offer this product at a price which our consumer research shows is where major sales occur".

The RS84 comes in a display carton showing the product and its selling features in storyboard form. *Ronson Products Ltd, Randalls Road, Leatherhead, Surrey.* ■

Styling brush offer

An on-pack offer of a bristle styling brush is to be run by Kimberley-Clark on their Kleenex Boutique. To apply for the brush consumers have to collect two pack tops from packs running the

brush offer and send them, with £0.75, to the address shown.

Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent. ■

Grecian 2000 promotion

Combe International have introduced a new pack for Grecian 2000 lotion and plan to strengthen the brand with an advertising campaign throughout 1981.

Grecian advertisements will appear in national newspapers and magazines and there will be a trade promotion on a new mixed display unit (containing 8 lotions, 2 Lady Grecian and 2 cream) which will be available at 10 per cent discount.

Lanacane is also being advertised in 1981 with a new half page format appearing in all major women's magazines. *Nicholas Laboratories Ltd, 225 Bath Road, Slough Berks SL1 4AU.* ■

Arden to launch men's fragrance




Elizabeth Arden are out to expand their share of the men's fragrance market with the launch of Burberrys, described as "the fragrance a man can live in".

A new company, Burberrys Fragrances, has been established and distribution of the product is at first being restricted to London and the South-East. The fragrance incorporates traditional English ingredients such as lavender, thyme, cardamon and camomile. Burberrys for men comes in a sculptured glass canteen, shaped to fit the hand, with a solid brass cap. Packaging is rich blue embossed in brass and stamped with the Burberrys symbol, the Prorsum horse. The range (£3-£17) comprises aftershave, eau de toilette, soap, antiperspirant deodorant and shave foam. *Burberrys Fragrances Ltd, 13 Hanover Square, London W1.* ■

NEW WAVE CONTRACEPTIVES

From AEGIS Products — The Alternative Contraceptive Supplier at realistic prices

Superb (colour) display boxes — incredible profits. Fast sellers — same day despatch — what more could you want? Plus there's a BONUS OFFER. Read on: —

 <p>HATU DERBY (LUBRICATED) ONLY £3.50 per GROSS (Sell out price £14.40)</p>	 <p>HATU TRIS (LUBRICATED) ONLY £3.80 per GROSS (Sell out price £16.80)</p>	 <p>PERSONAL (Shaped) Anatomico (LUBRICATED) ONLY £7.85 per GROSS (Sell out price £27.00)</p>
 <p>KINGTEX VIVA (LUBRICATED) ONLY £4.60 per GROSS (Sell out price £45.60)</p>	 <p>FULEX RONY (RIPPLED & LUBRICATED) ONLY £5.50 per GROSS (Sell out price £24.60)</p>	 <p>STALLION DELAY SPRAY ONLY £9.60 per DOZ. (Sell out price £42.00)</p>

TWO BONUS OFFERS

one FREE Spray with every 5 box order
one FREE box Hatu Derby with every 10 box order

NOTE: We have the LARGEST SELECTION OF CONDOMS in THE UK (If not the World). Over 67 brands in stock PLUS Durex products. DID YOU KNOW OUR CONDOMS START AT £2.25 per GROSS? ASK FOR A FULL PRICE LIST WHEN ORDERING.

If you find that you can resist ordering from this advertisement, then why not send off for our FULL PRICE LIST, which will be sent to you *By Return Post*. At these profit margins your business could do with it.

AEGIS

Apply Today to AEGIS PRODUCTS (CD503)
A Division of Yago Holdings Limited, Unit 18,
New Coleshill Industrial Estate,
Birmingham B46 1RL.
Tel: 0675 65265.
Telex 335148 YAGO G

WE HAVE A NATION WIDE VAN DELIVERY SERVICE.



Save an arm and a leg now. Save your arm later.

As a special introductory offer, you can save £8.00 on a price marking starter pack comprising a superb Pitney Bowes 1110 labeller and 10,000 labels.

Or take advantage of our double starter pack offer saving over £28.

The 1110, the world's largest selling labeller, is lightweight and designed to reach into those awkward corners. It prints accurately and clearly and will price items up to £99.99.

The body is made of the same impact resistant material as safety helmets to take all the knocks. And the security cut labels will prevent price switching.

The 1110 carries a two year guarantee against defects in manufacture.

In fact we are so certain this labeller will save you from writer's cramp, we are giving you a 15 day trial.

If you're not completely happy with its performance at anytime within that period, return it to us and we'll refund your money.

And for your future label requirements we can offer a wide range of colours and individually printed labels, all at reasonable cost. For details, fill in the coupon.

£99.99

£1.65

**REDUCED
39¹/₂P**

Starter pack offer £26.

(Plus VAT and £1.43 post and packing.)

One 1110 labeller.

plus:- variety label pack (3 reels of each as illustrated) or:- standard label pack (9 reels of plain white.) A total of 10,000 labels.

Special double starter pack offer £39-50.

(Plus VAT and £1.71 post and packing.)



To Pitney Bowes Marking Systems Ltd.
Horsecroft Road, The Pinnacles, Harlow, Essex CM19 5BH.

Please send me the Pitney Bowes 1110 single starter pack ☐ with variety labels ☐ Standard labels ☐ An additional starter pack ☐ With variety labels ☐ Standard labels ☐

Name _____

Address _____

Tel: _____

No. of employees 1-10 ☐ 11-20 ☐ 20+ ☐

The mark of reliability.
Pitney Bowes
Marking Systems

Concern voiced at number of forged Diconal scripts

Northern Ireland pharmacists are being advised to keep a look out for forged prescriptions for Diconal.

The Pharmaceutical Society of Northern Ireland's Council heard at its February meeting that the police were concerned about the number of these prescriptions being presented at pharmacies. Many were written on forms HS21 stolen from doctors' surgeries and often the doctors were unaware of the theft until shown the prescription by the police.

The Drug Section asked the Society that any forgeries should be reported to the police; the prescriptions should not be destroyed. The Society's president said she had pointed out the difficulties pharmacists had; it was often impossible to contact the prescriber about a suspect prescription particularly at the weekend. Good imitations of the

doctors' handwriting were used and a premature announcement that a prescription was a forgery might involve a pharmacist in a court action. The representatives of the Drug Section agreed that a pharmacist might have difficulty in contacting a member of the section in an emergency and advised that a pharmacist presented with a prescription which he had confirmed as forged should contact his local police station. Council agreed that members should be given this latter advice at the first opportunity, together with a request to be particularly careful where prescriptions called for a supply of Diconal.

■ The secretary was instructed to write to the Department of Health to reiterate the Council's opinion that the recommendations of the

Clothier Report should not be applied in Northern Ireland where pharmacists had undertaken to provide a pharmaceutical service throughout the province. Mr Kerr said he understood some discussion of the matter might shortly take place and it was important that the Council's views should be known.

■ A letter from a member of the Society was read expressing concern about the advance publicity given in the Press and on television on the contents of the new British National Formulary. Mr O'Rourke said that some years ago Northern Ireland was represented on the formulary committee, but that right seemed now to have been withdrawn. It was agreed that the secretary would raise the matter with the Department of Health.

■ Mr R. J. G. McDonald, Education Committee chairman, said an attempt was being made to draw up a syllabus of courses suitable for the postgraduate education and training of pharmacists over the next five years. Mention had been made of a

One new product launch any teething problem

At Oral-B we'll be the first to admit that our new Dental Gel isn't the only product around that soothes sore gums.

It's the only one that carries our name, though. And to thousands of people that stands for a lot.

Oral-B are recognised as world leaders in dental care with our products being recommended by more dentists, more often than any other brand.

If you stock our toothbrushes, for example, you already know what that can mean to you in terms of sales.

A crying need

The potential for new Dental Gel is enormous. As well as being perfect for problems such as mouth ulcers and dental abrasions it is ideal for infant teething. As there are around 700,000 babies born every year, each of which will cut 20 teeth, that's a vast market in itself.

A product to match our reputation

At Oral-B we always produce the very best product for the job and Dental Gel is no exception.

It's clean and easy to use and adheres well to the mouth or gums, relieving pain and aiding healing. It's also pleasant tasting, disproving the theory that things have to taste bad before they do you good.

Sold by word of mouth

As with our other products, personal recommendation alone will keep your sales assistants busy. But to launch new Dental Gel we're giving it a little extra help in the right places.

As well as advertising to health visitors, GPs and dentists, posters pointing out the benefits of Dental Gel will be appearing in dental surgeries and clinics throughout the country.

Nobody that matters is going to miss the launch of our new product. We hope that includes you.

suggestion that a modular system should be used leading to a diploma in pharmaceutical sciences. The committee had in mind courses of two or three days duration, one day seminars and evening lectures. It was particularly important that the course to be held during the next academic year be finalised as soon as possible and a number of topics had been agreed. It should be possible to give more precise details after the committee's next meeting. Professor D'Arcy said he would like to see the modular system introduced; it might entail courses additional to the normal postgraduate programme but he thought the Society and the university could co-operate in organising them. The main problem at the moment was to decide on the subjects to be treated.

Finance Committee

Mr M. V. A. Napier presented the report of the Finance Committee which included a recommendation that a donation of £300 be made to the committee appointed to make arrangements for the International Pharmaceutical Students Congress in Belfast next August. Professor D'Arcy said the students would be greatly encouraged by the Council's

assistance. A great deal of work would be involved but a provisional programme had been planned, including an excursion to the Giant's Causeway. One problem was how to obtain the equipment necessary for providing immediate translations of the meetings.

■ The secretary said that towards the end of the month he hoped to have all the material posted to those pharmacists selected to take part in the family planning survey. Pharmacists involved would send the completed questionnaire in the reply paid envelope to the Family Planning Association which would not be able to identify the pharmacy.

■ The secretary said that he had received information about pharmacists who were unable to obtain permanent employment. Since the last meeting of the Council the number of unemployed pharmacists in Northern Ireland had decreased but the position could worsen when students presently undertaking practical training became registered as pharmacists in July. It was agreed to ask the Education Committee to consider the matter at its next meeting.

■ The secretary said that following the publication of the report of the Royal Commission on the NHS a consultative paper on the structure

and management of the health and personal social services in Northern Ireland was issued. It was found that, despite broad agreement that structure and management arrangements should be simplified and improved, there was a lack of agreement as to how improvements should be achieved. Following a period of oral consultation an advisory group had been set up and its members appointed. It was hoped that the group would report to the Department of Health by the middle of February and that the Minister would be in a position to make a definite statement on the way ahead by the end of April.

■ It was reported that 13 applications had, so far, been received for the management course to be held in the Society's lecture hall on March 27-29. Mr Kerr said some members might wish to attend the course only on the morning of March 28 when the Drug Tariff would be discussed and the fitting of elastic hosiery demonstrated.

■ Applications for registration as students were granted from Winifred Ann Casidy, "Dunban" Rathfragan, Fintona, co Tyrone; Michael Gordon Scott, 5 Orangefield Drive, Bloomfield, Belfast BT5 6DN; Judith Wallwin, 69 Rosepark, Dundonald, Belfast BT5 7RH. ■

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Aspirin Abstracts

Number 5

RISK OF ASPIRIN-INDUCED MAJOR BLEEDING EXAGGERATED

Aspirin can cause acute mucosal damage in the stomach. The slightly increased faecal blood loss often found in association with aspirin intake is generally attributed to this local effect. Clinically, patients occasionally complain that aspirin causes dyspepsia, heartburn, nausea and even vomiting.

These, too, are attributed to local irritation. In certain circumstances, so logic suggests, the adverse effect on the gastric mucosa must be so severe as to bring about a major bleeding. Empirical support for this hypothesis appeared to come from the observation that, in about a quarter of cases of major bleeding from the upper gastrointestinal tract, no obvious cause could be found and that many of these patients, on questioning, admitted to recent consumption of aspirin.

Potential Fallacy

The potential fallacy in this argument lies in the widespread use of aspirin as a household remedy. Purely by chance alone, a patient may have taken the analgesic for a few days before the acute episode. To try to overcome this objection, various investigators over the past 25 years have carried out retrospective studies of the case-controlled type, which provide — at least superficially — convincing evidence of a cause-and-effect relationship.

For example, an early study revealed that 43 per cent of the patients with a major bleeding had taken aspirin, compared with only 22 per cent of the control group — a statistically significant difference (i).

The apparent association has nevertheless led to increasing criticism in

the last few years. These criticisms are summarised by W.D.W. Rees and L.A. Turnberg of the University of Manchester School of Medicine in a review article, which questions whether the evidence is really as convincing as it first appears (ii).

The selection of the control groups in the various studies may not reflect accurately the analgesic habits of the general population, if only because of the considerable variations in aspirin consumption among the different control groups: the figures ranged from 4 to 44 per cent. In most of the studies, admittedly, aspirin consumption was higher in the patients, but then people who experience a major bleeding are possibly more likely to recall having taken a supposedly-known gastric "irritant" than a control subject without gastric symptoms.

Yet another inconsistency arises from the considerable variation in aspirin consumption among the patient groups, from a figure as low as 25 per cent (lower than that of some of the control groups) to as high as 72 per cent. The dosage of aspirin likely to be associated with a major bleeding has also received less attention in most of the studies than it probably deserves. What is generally regarded as the best of these investigations, that reported by Levy for the Boston Collaborative Drug Surveillance Program, indicates that "heavy" aspirin usage is a probable factor in causing major bleeding but that occasional or less frequent usage is not (iii).

Out of 88 patients who bled in the absence of a known predisposing cause, 16 per cent gave a history of taking aspirin on four or more days a week, most of them for longer than a year, compared with only 6.9 per cent of nearly 15,000 controls. Since the

risk of a major bleeding worked out at only 15 per 100,000 heavy aspirin takers per annum, Rees and Turnberg speculated that aspirin ingestion had to coincide with another factor — perhaps concurrent intake of alcohol — for a major bleeding to occur.

Post hoc or Propter hoc?

They further emphasised that demonstrating an association between two variables, such as heavy aspirin intake and acute gastric bleeding, did not necessarily prove cause-and-effect. Patients might take aspirin in the days preceding an acute bleeding for the prodromal symptoms of the underlying gastric condition. At the Aspirin Symposium held in London in 1980, D. Coggan and M.J.S. Langman of the department of therapeutics at Nottingham presented evidence which suggested that this possibility explained at least some of the cases of aspirin-associated major bleeding.

The Nottingham investigators compared the drug exposure of patients admitted to hospital because of haematemesis or melaena with that of control subjects from the community. In particular, they looked for any differences between aspirin and paracetamol consumption, reasoning that if patients took an analgesic to relieve the early symptoms of bleeding they were just as likely to choose paracetamol as aspirin. Both aspirin and paracetamol consumption was higher in the patients who bled than in the controls, but the association of bleeding with aspirin intake was stronger than that with paracetamol.

No evidence exists linking para-▶

The Aspirin Foundation aims to increase the knowledge and understanding of Aspirin, the most widely-used medicine in the world. It is supported by Beechams Proprietaries, International Chemical Company Limited, Miles Laboratories Limited, Monsanto Limited, Nicholas Laboratories Limited and Reckitt & Colman.

Background material, research references, and comment on Aspirin are always available from the Secretariat, Aspirin Foundation, 1 Robert Mews, Lowndes Place, Belgrave Square, London SW1X 8DA.

Published by the
ASPIRIN
FOUNDATION

(AMIS, with a total of more than 4,500 participants) there was no statistically significant difference between the aspirin and placebo groups as regards the incidence of haematemesis, black, tarry stools or gout — although aspirin undoubtedly tended to cause more upper gastrointestinal side-effects than the placebo. A lower dose than the 1 g daily aspirin used in the AMIS trial might well of course give rise to fewer of these complaints.

Nor is aspirin likely to cause unduly troublesome problems in everyday

clinical use. Some patients will refuse to take it because previous experience suggests that it tends to upset them. Another small group of people will find that it causes heartburn, stomach pain, nausea or some similar upset and stop the drug within a few weeks. But about 90 per cent of people should be able to tolerate a daily dose of 500 mg or less without any inconvenience or distress, even if the drug is taken for a long time.

In Greek mythology, Tantalus was condemned by the gods to hang from

the bough of a fruit tree over a pool of water. When he bent his head to drink, the water receded — and when he reached for a fruit, the wind blew it beyond his grasp. What better word than tantalising to describe the outcome (so far) of all our efforts to establish the value of aspirin in preventing a heart attack?

References

- (i) *JAMA* (1980) **243**, 661.
- (ii) *Lancet* (1980) **i**, 1172.
- (iii) *British Medical Journal* (1980) **280**, 1128.
- (iv) *JAMA* (1980) **244**, 667. ■

FOOD INTOLERANCE AND ITS PREVENTION BY ASPIRIN

The role of diet in causing atherosclerosis, diverticulosis and colon cancer has received intensive study during the last decade. But, as an editorial comment noted, the possible short-term adverse effects of the various components of the diet have generally been ignored (i).

Yet intolerance (if not allergy) to food produces a wide variety of symptoms in susceptible people. These symptoms include asthma, eczema, rhinitis, aphthous ulceration, palpitation, anxiety, behaviour disturbances and even sudden death. The variety of food substances involved is also impressive: eggs, milk, coffee, tomatoes, potatoes, chocolate, yeast and fruits. Two particular conditions associated with apparent food allergy are infantile eczema and migraine.

Excluding eggs and milk from the diet sometimes proves helpful in infantile asthma. Sophisticated tests for food allergy, especially the radio-allergosorbent (RAST) tests, have recently shown that about two-thirds of patients with severe migraine were allergic to certain foods and that eliminating them from the diet resulted in most patients becoming free from symptoms for the first time (ii).

Acute gastrointestinal complaints, among them vomiting, diarrhoea and abdominal pain (sometimes associated with migraine, headache or rhinitis), can also be provoked by apparent intolerance to food. Youlten and his colleagues at Guy's Hospital Medical School in London described six patients who, on more than one occasion, experienced acute abdominal symptoms after the ingestion of a specific food (iii).

Among the foods implicated were cream, butter, cheese, egg, citrus fruit, tomatoes, mussels and pork. The investigators suggested that the reactions might be mediated by some mechanism involving prostaglandins, an idea prompted by the experience of one patient who found that while taking a prostaglandin inhibitor, ibuprofen, for sero-negative arthritis she was able to eat mussels without her usual symptoms.

Prophylactic Treatment

At the Aspirin Symposium in London in 1980, Youlten reported that the series of cases had been extended to twelve. All the patients had been asked to take prophylactic treatment — sometimes double-blind, placebo-controlled, with either aspirin or some other non-steroidal anti-inflammatory drug, usually indomethacin — before challenging themselves with the foods to which they believed themselves sensitive. In only one patient was the prophylactic medication ineffective; the remaining 11 patients reported no symptoms from the particular food after aspirin (in a dose of 600 or 900 mg) or indomethacin (25 or 50 mg).

In some of the patients, peripheral blood levels of prostaglandins and their metabolites were measured during unprotected and protected challenge in the hospital ward. Patients who experienced symptoms generally showed a small but measurable rise in peripheral blood prostaglandin levels — usually corresponding in time to the onset of the abdominal symptoms. It thus seemed that increased production of prostaglandins in the gut might be reflected by a rise

in the blood levels.

In two of the patients, the investigators measured prostaglandin levels both during prevention by using a non-steroidal anti-inflammatory agent and direct challenge with the offending food. There was no corresponding rise in prostaglandin levels when the drug prevented the reaction.

Inhibiting Prostaglandins with Aspirin

Dr Youlten concluded that some adverse reactions to food might result from excessive production of prostaglandins in the gut and that these reactions could be prevented by aspirin or another prostaglandin synthetase inhibitor. So although there has been much argument about the safety of giving aspirin to patients with gastrointestinal symptoms, because of the possible irritant effects on the gastric mucosa, this drug might well be effective in preventing the symptoms associated with food intolerance.

At the same time, Dr Youlten warned physicians against assuming that a good response to aspirin precluded the need to carry out a proper investigation in these patients. He cited the case history of a woman who presented with a history of diarrhoea, occasionally blood-stained, abdominal pain and occasional distension, all of which she attributed to a specific food intolerance. Aspirin, she added, relieved all the symptoms.

Proper investigation in fact revealed a carcinoma of the sigmoid colon.

References

- (i) *Lancet* (1979) **i**, 249.
- (ii) *Ibid* (1980) **ii**, 1.
- (iii) *Ibid* (1978) **i**, 906. ■

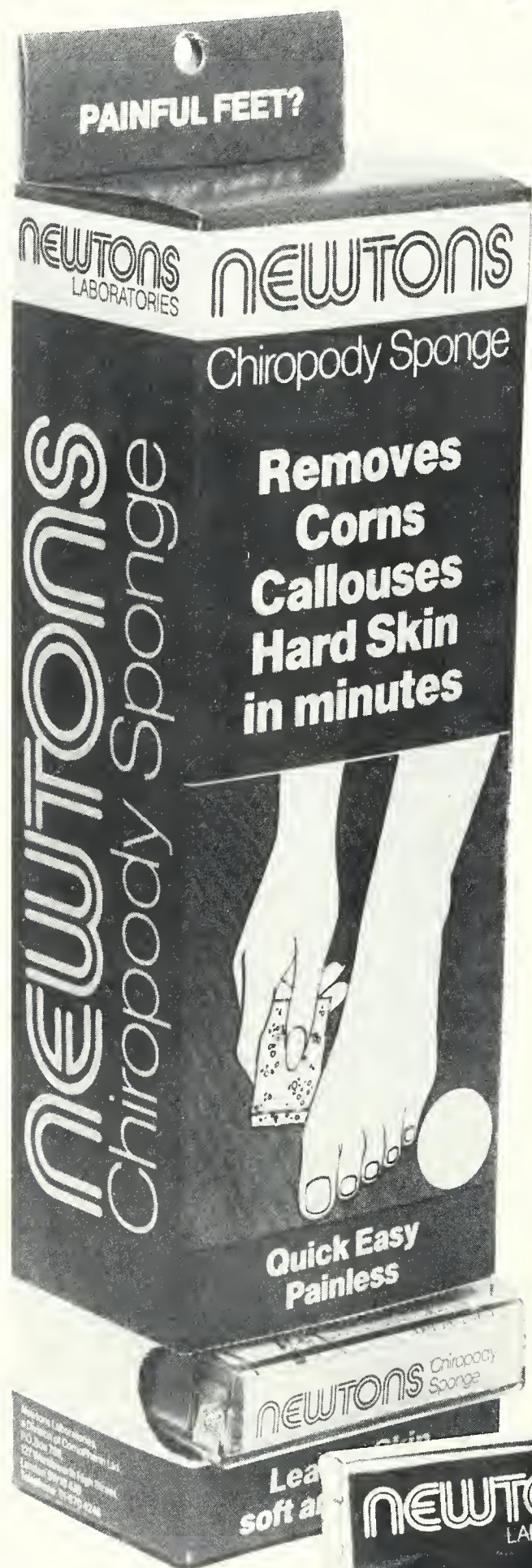
eat buzz Polaroid.

The new Button is our lowest-priced SX-70 camera ever. Reason enough, you might suppose, for all the excitement surrounding Polaroid this year. But there's more.

Like the moment your customers press the Button's button and—buzz!—out comes the world's fastest-developing instant colour film: new Supercolor. Within 10 seconds, they'll start to see their subject come through. At 30 seconds, it's delicate yet full of colour. In about one minute, the image is vivid and bright with an intensity and richness of colour never before possible in an instant film.

Let alone at such speed. Our advertising support is scarcely less immediate: a 30-second television campaign backed by 4-sheet posters. May 18th is the start date to take stock of, the advertising running in one form or another right through until the end of July. There's plenty of display material, too. If you haven't already got yours or want more, Sue Breakell is the person to speak to. Why not give her a buzz on St. Albans 59191.

The taming of the corn.



Are you selling the most effective corn remedy of all?

Newton's Chiropody Sponge. Our sponge has been on the market for four highly successful years now. With millions of well satisfied users throughout Europe. And building a first-class reputation with corn sufferers and chemists alike.

The Newton's Sponge is distributed exclusively by Miles Laboratories. And for 1981 we're backing it with more advertising support than ever before. With plenty of big-space ads. in the national press to make sure the sales keep rolling.

We'll keep our absolutely unconditional money-back guarantee. And of course, our attractive 12 pack dispenser.

If you are already selling our Chiropody Sponge, you'll know it's not only a fast mover.

But a big profit earner, too.

Your Miles representative will be along to see you soon. Ask about the series of bonus offers we'll be running through the Spring and Summer.

NEWTONS LABORATORIES
111-113 Wandsworth High St., London SW18 4JB. (01) 874-6511.

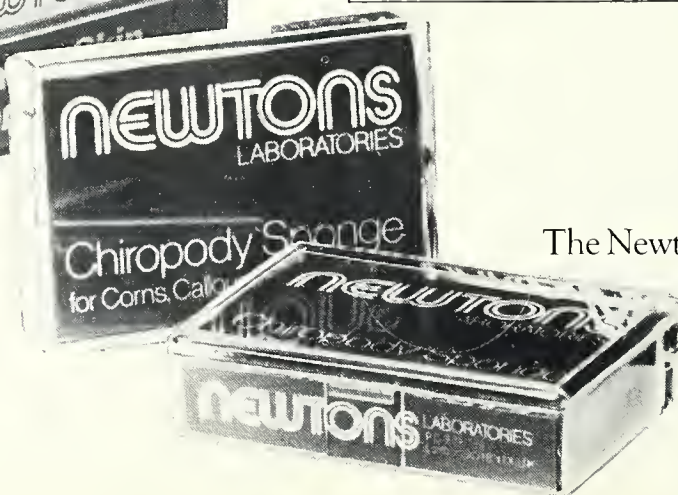
Exclusive Sales Representation



Miles Laboratories Limited

Stoke Poges, Slough SL2 4LY

Tel: Farnham Common 5151



The Newton's Chiropody Sponge
89p rec. retail.

Comfort and health fashion shoes—from pharmacies only

Chemists will be the sole outlet for a new range of "comfort and health" fashion footwear about to be launched into the UK. And the Australian makers, Michaelis Bayley, hope to repeat the success they have achieved with this marketing approach in Australia (their home base) where they claim 50 per cent of comfort shoe sales.

Michaelis Bayley believe they can make the chemist the prime outlet for this type of footwear, expanding the market by as much as four times in the process. At present the chemist is seen as the source of wood-based exercise sandals while the footwear retailer is the source of high fashion—with no health association.

Current sales of footwear through pharmacies is estimated at 1.5 million pairs annually, among a population of 55 million; yet in Australia sales are at the same level among a population of only 14 million—some 3 per cent of the total footwear market against 0.5 per cent in the UK. In Australia, 70 per cent of pharmacies now stock footwear.

Contoured insoles

The new range sells under the Pediform brand name and will be distributed by De Witt International. The shoes are built on a "contoured insole" constructed basically of latex rubber to provide a flexible (cf wood-base sandals) springy support. "The contoured insole gently massages the feet as one walks, improving the circulation through the foot and lower leg. It also spreads the body's weight across the whole of the foot, thereby relieving pressure and strain on sensitive areas."

Fitting is important, and Michaelis Bayley include pharmacy staff training in the sell-in package. Thus there are not only widths and lengths to be considered, but also foot depth—most styles are adjustable with buckles or ties at key points to enclose the foot comfortably in every dimension. Outlets are supplied with a Pediform foot-measure to show the correct size for the customer; there are, however, other points to be watched, such as avoiding instep straps where there is a high instep.

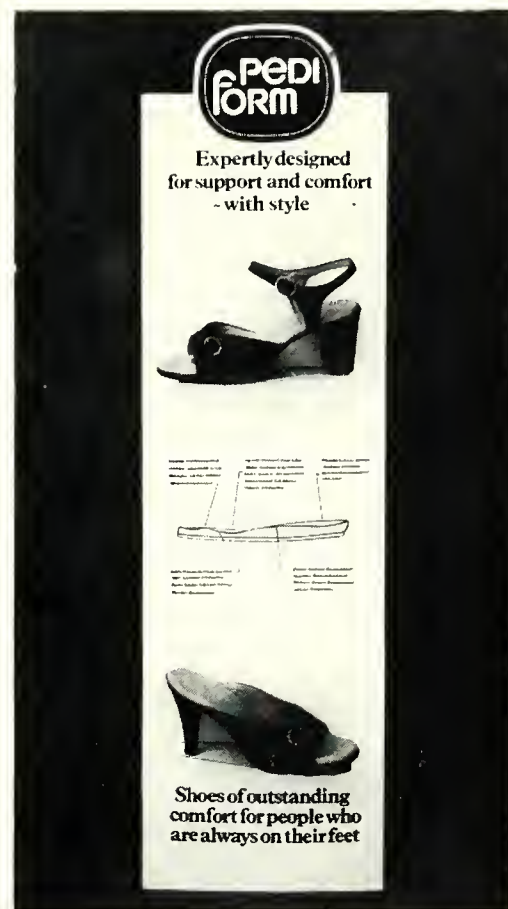
The target customer is seen as usually a woman over 25 and more

frequently over 35. "She is conscious of fashion and wants to wear footwear which is in keeping with her garment wardrobe; she normally steers away from 'fast fashion', preferring to stay in the mainstream of basic 'sensible' fashion." She is also among the groups of women shown to visit the chemist at least once a week. Seventeen million women in the UK come into the category—a potential market of some 6 million pairs.

De Witt will be launching only eight styles this season, each in two colours and available in eight half sizes from 3½ to 7. Heel heights are from low to high, and lasts are from average to wide across the foot. Retail prices are from £17.95-£24.95, each sale providing a profit around £6.

The distributors will be looking initially for pharmacies capable of selling some 100 pairs in the first season. There is to be a phased delivery cycle during the first half of the season, keeping down stockholding and stimulating consumer interest as new styles are added progressively to the range. An opening order of around 24 pairs will be required to attract discount, while replacement stock will be available post free, with discount, at four pairs and above (single pairs to special order will also be supplied, post extra).

It is stressed that while display is



important to sales, new shelving or special gondolas are not required. However, open display should be adopted to encourage self-selection—but windows and, say, perfume counters should be used to create awareness. The makers supply plenty of point-of-sale material and brochures and will join stockists in co-operative local advertising. De Witt International Ltd, Seymour Road, London E10 7LX.



First-aid for fingers toes and profits.

Tubifoam*, a unique foam covered bandage for protecting fingers and toes will, from January 2nd, be available in two new retail packs exclusively from Scholl.

Which means that in true Scholl tradition the product will be backed with some really effective consumer advertising.

Tubifoam, which will now be sold in two separate sizes with each pack containing several 'cut as required' applications, is already a successful pharmacy product.

So we think it's going to be a welcome addition to your first-aid dressing section. Not just from your customers' point of view, either.

You can be sure you're backing yet another Scholl success.

So just wait for sales of Tubifoam to take off. And make a more healthy profit from first-aid.

Scholl Tubifoam is now available in individual packs of 1 1/4" and 1" widths.



*Tubifoam is a registered trade mark of Seton Products Ltd.



FOOT CARE

Dip your feet into the market—you won't catch a cold

Will smaller chemists benefit from Scholl's £800,000 investment in the footcare market in 1981? There are signs of a trend to larger outlets, and this will not be helped by replacement of the company's 60cm small-retailer stand by a 75cm unit requiring greater stock holding. Everyone knows the consumer is foot-loose, faithless and spendthrift. Where will he or she shop for foot health this summer? *C&D's* research suggests it will only be independent chemists if more effort is put into merchandising and display.

Our title is a brave one perhaps, yet the over-the-counter footcare market expands apace, with an estimated 90 per cent of the population having foot problems and increasingly conscious of their athletic feet as they pursue leisure and sport.

The economic climate and the £1 "script tax" combine to oblige the public to make effective use of both time and money. A foot problem prompts a trip to the local pharmacist for advice and perhaps a counter

prescription, instead of an initial visit to doctor's or chiropodist's surgery.

A survey published last week by Martin-Hamblin Research had this to say about the increase in OTC pharmacy business produced by the previous rise in script charges to £0.70.

"On average, 63 per cent of pharmacists believe that the frequency with which their customers ask for medical advice (instead of seeing their doctors) has increased compared with the year before. More strikingly still, 69 per cent of them believe that the main reason for this is the increase in prescription charges. The figure rises to 81 per cent among pharmacists in rural areas and a high of 87 per cent in Scotland. 21 per cent also believe that the next most important reason, after prescription charges, is the inadequacy of doctors' appointment systems and a reluctance to wait days for an appointment. A further 19 per cent believe that long waits and queues at the surgery are another deterrent."

Scholls, as the market leaders, have identified this opportunity and will back their foot care product group with heavy advertising. A total promotional spend in the region of £800,000 is planned during 1981.

Scholl's new managing director,
Continued overleaf

The new 75cm floor unit uses black shelves and a brown background in contrast to the yellow Scholl packs for visual impact. The unit is recommended for smaller outlets



IT CHEERS THE CHESTIES



Benylin* Expectorant, specially formulated for the chesty cough with congestion, and the most effective recommendation you can make.

Established, well-accepted by your customers and an important profit-winner for you. A product that really earns your recommendation.

PARKE-DAVIS

part of the Warner-Lambert Group
good products for you
and your customers

Active Ingredients: Diphenhydramine Hydrochloride B.P.
Ammonium Chloride Ph.Eur, Sodium Citrate Ph.Eur, Menthol B.P.
Parke Davis & Co., Pontypool, Gwent NP4 0YH.

Further information and data sheet available on request
*Trade mark R81052



Carnation Corn Caps.

Cuxson, Gerrard & Co. (Dressings) Ltd., Oldbury, Warley, West Midlands, B69 3BB. Tel: 021-552 1355.

Available from all main U.K. Wholesalers and Agents. Distributed in the Republic of Ireland by Ovelle Ltd, The Ramparts, Dundalk.

A Natural for Hard Skin

Hard skin and stains are unsightly features on any hand or foot. A perpetual problem to people from all walks of life.

Coral pumice stone, available in three attractive bathroom colours as well as the traditional natural grey, will smooth away your customers problems.

The Unique packaging and the competitive price of 59p RRP makes Coral the natural choice for you and your customers.

pumice stone
by

coral

A product from Avoca Pharmaceutical Products Ltd.

De Witt's appointed to distribute Pediform footwear

Michaelis Bayley have pleasure in announcing that De Witt International Limited has been appointed Distributors for their Pediform range of Health & Comfort footwear.

Michaelis Bayley Health & Comfort footwear are the brand leaders in Australia. They sell only through Registered Pharmacies and give an undertaking that this policy will be adhered to in the United Kingdom.

Delivery of the 1981 range will commence in April.

For further information regarding this highly profitable, chemist only, range of footwear, please contact De Witt International Limited, London, Telephone 01-539 3334, or ask your local De Witt representative for details.



FOOT CARE

A 'positive stance' taken by Scholl

Continued from p447

Graham White, was in bouyant mood when interviewed by *C&D* recently and his approach confirmed that in 1981 Scholls would not merely dip their feet in the market but bathe them as well (creme foot bath!).

"Scholl are taking a positive stance to the economy," he said. "The board was both pleased and surprised when I requested a further 3 per cent increase in the work force for 1981 following a similar 5 per cent rise in 1979-80.

"Trade is fairly bouyant because the pound in the public's pocket is under pressure and people are focusing on necessities."

Pumice progress

Even the humble pumice has been transformed from grey mouse to a pink or blue one in "modern Coral shape" and in 1980 helped its manufacturers, Avoca, to make a 52½ per cent increase in sterling sales; 36 per cent in real terms. This in spite of nine competing synthetic abrasives, says joint managing director, Mr H. A. Fecher.

How much space is the pharmacist to devote to home foot care products in 1981 to back this optimism of large and small alike?

The traditional solution for the traditional pharmacist was to stock a range of Scholl products on the Scholl stand, or a part of the range, and to supplement this with other established products and those compounded in his dispensary. Such additions were perhaps secreted

around the shop (or indeed on the Scholl stand, to the chagrin of their representative).

A discreet walk around several pharmacies could provide evidence that such traditions die hard. It is after all, difficult to merchandise corn caps etc on the shelf because outers are not provided, glass binning is not always available, and pegboard improvisations are usually unacceptable.

And do not, by the way, walk past your local Woolworths and drug department or discount stores, for they too stock foot care products.

Scholl marketing manager, Mike Steinle told *C&D* that "Scholls brands were to be found in 5,930 chemists, 370 drug stores and 400 department-type stores. Representatives actively call on 6,650 chemists on a two, four, or eight week cycle".

Modern merchandising dictates concentration of product types or groups, and of products within these groups into vertical blocks. Long linear displays and dispersal into drawers is considered old-fashioned, though it has a nostalgic appeal.

Scholl provide a modern and effective tool in the two floor-stands they offer (see table 1). The latest footcare units, introduced this year,

Continued on p450

Table 1 Scholl footcare stands

	Height	Width	Depth
75cm floor	68in	29½in	20½in
75cm infill	58½in	29½in	16in
1m floor	68in	40½in	20½in
1m infill	54in*	39½in	16in
1.21m infill—	46in**	47in	16in
Boots			
1.52m infill—	58in	60in	16in
Woolworth			

*Some products sit 3in higher than given dimension

**This measurement is minus top insole rack—rack total measurement is 63½in

SOME PICKLES PROVEN PRODUCTS

PICKLES OINTMENT FOR HARD SKIN AND CORNS

HEALTHY FEET CREAM

Cooling, soothing, and a treatment for Athletes Foot.

VERRUGON

A complete and effective treatment for Verrucae.

M.C.C.

A medicated corn cap.

CORN RINGS

Smaller, neater, and they stick.

PICKLES HARD SKIN REDUCER

A modified version of the old Pickles Ointment, containing 12½% Salicylic Acid in a special base.

Each of these products justifies our slogan . . .

IF IT'S 'PICKLES' IT'S GOOD

**J. Pickles and Sons,
Pickles House, Knaresborough, N. Yorks.
Tel. 0423-866171**

IT TACKLES THE TICKLIES



Benylin* Fortified Linctus,

specially formulated for the dry, tickly cough. The proven antitussive Benadryl* (diphenhydramine hydrochloride) is fortified by another proven cough suppressant, dextromethorphan hydrobromide. It's one of the most effective treatments for dry irritating coughs, and a rewarding recommendation for the pharmacy as well.

PARKE-DAVIS

part of the Warner-Lambert Group
**good products for you
and your customers**

Active Ingredients: Diphenhydramine Hydrochloride B.P.
Dextromethorphan Hydrobromide B.P.; Sodium Citrate Ph.Eur.
Menthol B.P.

Parke-Davis & Co., Pontypool, Gwent NP4 0YH.

Further information and data sheet available on request.

*Trade mark R81052

FOOT CARE

Standing free—but not stock free!

Continued from p499

use black shelves and a brown background to make visual impact by providing contrast to the bright yellow product packs. There are stands of different sizes to help retailers make optimum use of selling space, facilitate stock checks and give sales assistants as well as customers a clear view of all available products.

The drawback is that they stand free—but not stock-free. Is an investment of £260 or £300 at trade (£420 and £480 retail) taking up 4.14sq ft and 5.69sq ft of floor space realistic? Or expressed another way—the 75cm stand deprives the pharmacist of possibly 12.5 linear feet of shelving, (16.45 linear feet for the 1m stand). Could he achieve a better performance from that space by including other footcare products within it or in fact by replacing Scholls with another pharmacy line?

Scholl stress that: "... a well-merchandised stand should be

maintained throughout the year. The quality of merchandising is what has helped both Scholl and the pharmacist to become identified with the public's footcare needs".

However Scholl themselves recognised a need for flexibility and that their stand cannot always be sited in high traffic areas: "To cash in on specific advertising campaigns it is useful to be able to display products separately from the footcare unit. Placed in high-traffic areas, it can encourage impulse-buying. This is why the most widely-advertised Scholl products are now sold in display outers. Separate displays are also recommended for products such as Tubifoam and Tubegauz which benefit from being placed alongside other first-aid products or near the cash till".

Question time?

As Scholl stands for the smaller chemist get larger and consume more space, stock and sterling, is it not time to question the true value of the stand and Scholls stock policy?

Mike Steinle told *C&D*: "whilst it is difficult to give an accurate target for the number of times a Scholl stand should turn its stock in a year, I think it should be above the average four or five times the chemist achieves for other lines."

If the "promised" stock-turn is achieved, what of profit on return (POR) and discounts. Well, spending £260 at trade with Scholl will furnish a 10 per cent discount if the account is settled within 30 days from invoice. Most Scholl products on the stand seem to show a POR of 28-29 per cent before discount. The maximum quantity discount of 10 per cent could elevate POR to around 35 per cent.

Scholl do produce infill units (table 1) designed to be incorporated in a modular shelf-run and thus introduce an element of flexibility. Adjacent shelves can now carry other manufacturers' products without embarrassment and the Scholl stand ceases to be an enormous free-standing dump bin.

Even so, is the range that must be carried to cover the 11½ ft minimum back-drop to produce the necessary eye-catching case of yellow jaundice too extensive? Bear in mind a possible £300 investment, the minimum outers of dozens or half dozens for discount and the number of variants present.

Not all wholesalers stock the

The complete range of gluten-free[ⓧ] infant foods from **milupa**[®]

- Our gluten-free varieties include savouries, fruits and desserts. They are rice or maize based and give good balanced nourishment with a wide range of vitamins, calcium and iron.
- All Milupa Infant Foods contain modified milk – which means that mothers do not need to make up milk or boil milk to mix, but just add warm, previously boiled, water for a delicious meal for baby.
- Granulated for easy mixing.
- No artificial colourings or flavourings, just natural good taste.
- Tell mothers to look for the ⓧ symbol of the Coeliac Society on Milupa gluten-free varieties.
- Look too for the new 40g Introductory Pack – ideal for first tastes of solids.

★ **milupa**

rice-based Infant Foods

savouries –Mixed Vegetable, Cauliflower fruits –Banana variety, Mixed Berry dessert –Rice Dessert

★ **milupa**

maize-based Infant Foods

Pear variety, Apple variety

★ **also milupa**

Plain Rice Cereal –

unsweetened, milk-free cereal made from ready-cooked flakes of rice. Available to special order.



Many paediatricians, health visitors, and other medical advisers recommend that cereals used at the beginning of mixed feeding should be gluten-free. Milupa are experts in making gluten-free

infant foods and we ensure that our range is constantly updated. If you would like samples or further information please contact the address below or your local representative.

milupa[®]

The new generation of Baby Foods

Sales Dept.CD3 Milupa Limited, Milupa House, Hercies Road, Hillingdon, Middlesex UB10 9NA. Telephone: Uxbndge 59851



You don't have to be an athlete to have Athlete's Foot...

...in fact, more than two million people suffer every year. Fortunately there's new Brentan, the modern treatment, that soothes the discomfort and treats the condition.

Ask your chemist for

Brentan
Specially for Athlete's Foot.



Consumer advertisement for Janssen's Brentan.

entire range of corn, callous, bunion pads and the like. The point was made to C&D that in carrying a reduced Scholl range a particular wholesaler was confident of fulfilling customers' Scholl requirements. Also that equally favourable discount, as opposed to settlement terms, were available to the pharmacist from his wholesaler for purchasing a single pack. A longer credit period may be given by the wholesaler as well, but as most have altered their discount and credit facilities in the first months of 1981, invoices, terms and conditions need to be continually scrutinised.

If Scholl can produce, stock and service infill stands of various widths as at present, but half or one-third the height (and so carrying a similar £100 to £150 reduction in stock), then both the needs of space-conscious pharmacists, Scholl and other foot product manufacturers might be better served.

Athletes foot move to OTC

Farley Health products have the brand leader, Mycil, in athletes foot treatments and say that it has a 45 per cent share of the £1.2 million (RSP) market. Look out for March/April Mycil trade bonuses.

The swing away from prescription to pharmacy recommendation and OTC purchasing is recognised by both Janssen Pharmaceutical and Kirby-Warrick Pharmaceuticals.

Janssen have produced an OTC pack of miconazole cream, Brentan, but will continue to detail the similar Daktarin cream to the medical profession. Jansen say: "market research indicates that 40 per cent of purchasers of athletes foot preparations ask advice from the pharmacist and counter staff". Brentan will be supported by POS material, a five for four bonus offer, showcards and window stickers.

Kirby's Tinaderm cream, powder and solution are now GSL, not P,

and new packaging is supporting "the future growth trend with sales moving . . . from prescription (30 per cent) to OTC (70 per cent)."

The Tinaderm range is on bonus with Sangers and Macarthy's from March 9 to April 24 and from the Kirby-Warwick sales force from April 6. POS and patient-advice leaflets are also available.

Wellcome have repackaged Tineafax ointment and the powder will get like treatment later in the year.

Monphytol, Laboratories for Applied Biology's answer to the athletes foot and especially recommended by them for prophylactic use by barefoot buffs, has a further indication—chronic paronychia. This is a nailbed infection often found amongst folk with the wash-house blues—cooks, bartenders, housewives and their husbands.

Cuxson Gerrard are planning a national Press campaign for Carnation corn caps, using leading women's magazines and several national newspapers. The campaign is scheduled to run throughout the summer and early autumn. Details of a trade competition will be announced shortly.

The Ever Razor Blade Company are to advertise their corn and callous knife and chiropody block nationally throughout 1981 in press and magazines, commencing on February 28, in *Woman's Own*.

Pickles of Knaresborough have several entrants in the foot care field with their 1880's original Pickles ointment running the anchor leg. Healthy Feet is a soothing cream and also a treatment for athletes foot; it is exported regularly to the US. Verrugon is marketed as the "complete treatment for verrucae". The new formulation of Pickles hard skin reducer now contains 12½ per cent salicylic acid is of GSL status, and retails at £0.60.

Dermal Laboratories, manufacturers of wart treatments Glutarol

IT COMFORTS THE KIDDIES



Benylin* Paediatric, specially formulated to treat coughs in children up to 12 years, with a pleasant and very acceptable raspberry flavour. Most parents know how well Benylin Paediatric does its job, and when you recommend it you'll be giving them a good night's rest as well as the child.

PARKE-DAVIS

part of the Warner-Lambert Group
good products for you
and your customers

Active Ingredients: Diphenhydramine Hydrochloride B.P.
Sodium Citrate Ph.Eur; Menthol B.P.
Parke-Davis & Co., Pontypool, Gwent NP4 0YH

Further information and data sheet available on request.

*Trade mark R81052

Continued on p455

Over 90% of Mothers new Baby Products

Our big happy family of babies will be appearing on whole page advertisements in full colour.



UniChem's Happy Family of Baby Care Products is a comprehensive range of quality products designed to meet your baby's every need at nursery, home, travel. So look for them wherever you see the UniChem symbol.

You'll find the UniChem symbol friendly and ready to help you choose what's best for your precious little bundle.

One Big Happy Family!
UniChem Baby Care Products
from Chemists



UniChem

Range advertisement

'They're only available from chemists, but they're well worth toddling along for'



UniChem 12 ALL-IN-ONE NAPPIES

Far be it for UniChem to put words into your baby's mouth. But if infants could speak, they'd probably tell you that UniChem All-in-One Nappies are really worth crawling for.

Designed to fit closely without the need for pins, UniChem All-in-One Nappies are super-soft and extra absorbent thanks to their highly efficient layer of special padding.

What's more, their stay-dry lining keeps moisture away from baby's skin to help avoid the problems associated with nappy rash.

And the good news for mothers is they're fantastic value for money.

UniChem All-in-One Nappies look for them wherever you see the UniChem symbol. You'll find the stockist friendly and ready to help you choose what's best for your little bundle from the Happy Family of UniChem Baby Care products.

UniChem

All-in-one nappies. Our leading line

The 13 leading pregnancy and baby magazines mothers will carry



Parents No. 59 February 1981 55p
40,000 circulation
5 inserts
Preparing your child for the new baby
IN PICTURES

True Roman February 1981 45p
160,000 circulation
4 inserts
14 COMPLETE REAL-LIFE LOVE STORIES

True Story FOR READERS WHO DEMAND THE BEST
140,000 circulation
4 inserts
12 COMPLETE REAL-LIFE STORIES
SUPER 700+

The Bounty Baby Book
600,000 circulation Annual

Mother & Baby 700,000 circulation Annual
FROM PREGNANCY TO BIRTH
PART 1
YOU and your BABY

Stock and display the range

Advertisers will see our advertising in 1981

Publications read by
our advertisements

75,000
circulation
4 inserts

67,000
circulation
6 inserts

80,000
circulation
4 inserts

85,000
circulation
4 inserts

80,000
circulation
6 inserts

375,000
circulation
4 inserts

300,000
circulation
Annual

575,000
circulation
Annual

Mums and expectant mothers will be seeing and reading our advertisements at least 6 times each.

Spring Campaign

Publication	Mar.	Apr.	May.	Jun.
Family Circle		●	●	
Living		●		●
Good Housekeeping		●	●	
Womans Story		●	●	
True Romances		●	●	
True Story		●	●	
Parents		●	●	●
Mother	●	●	●	
Mother & Baby		●	●	●

Autumn Campaign

Publication	Sept.	Oct.	Nov.	Dec.
Family Circle		●	●	
Living			●	●
Good Housekeeping		●	●	
Womans Story		●	●	
True Romances		●	●	
True Story		●	●	
Parents			●	●
Mother	●	●	●	
Mother & Baby		●	●	●

Annuals

You and Your Baby Part 1	Full year June 1981 to May 1982
Bounty Baby Book	Full year April 1981 to March 1982
Baby Book	Full year April 1981 to March 1982
Your First Baby	Full year March 1981 to February 1982

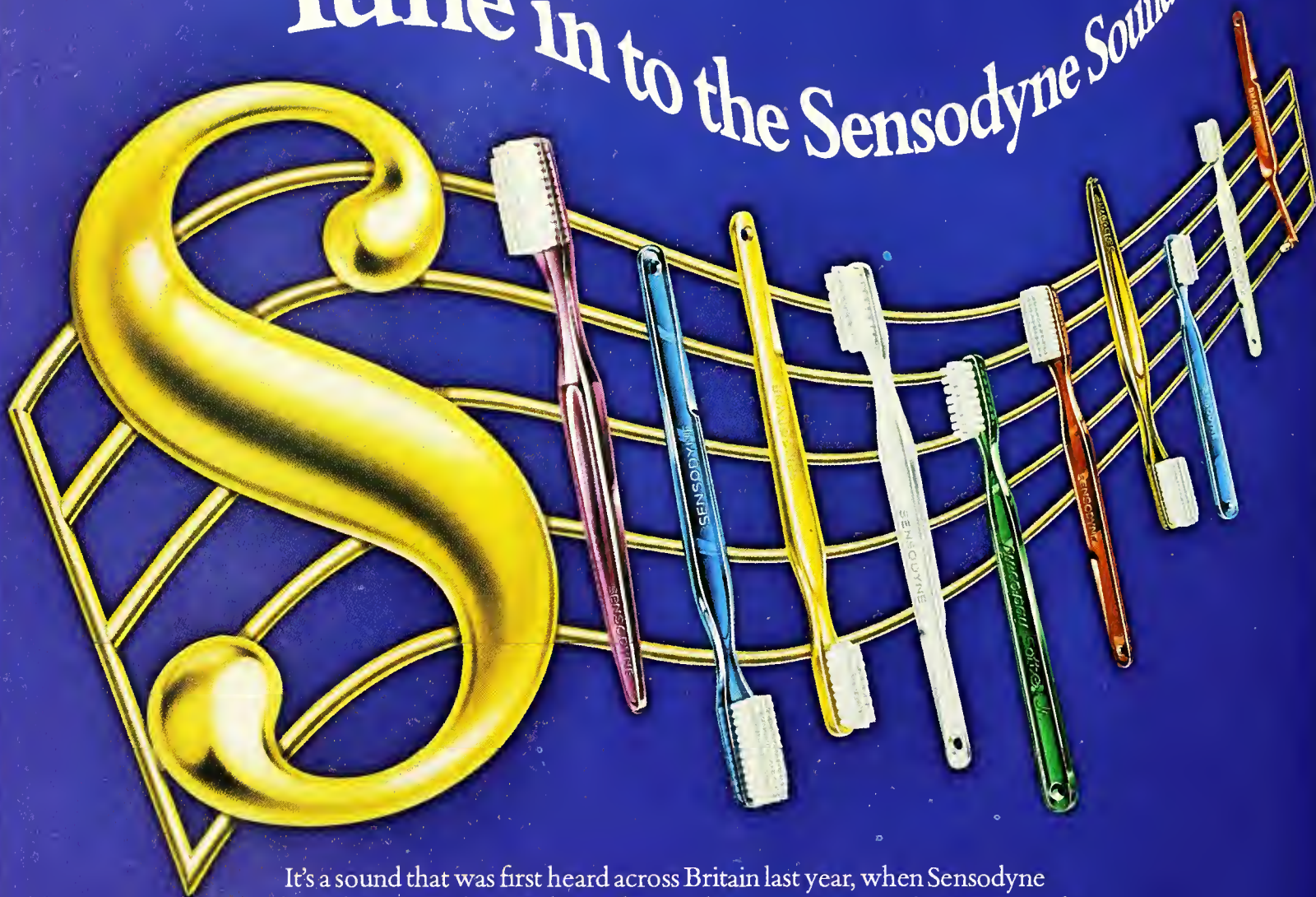
UniChem

the pointer to value

Crown House, Morden, Surrey SM4 5EF

maximum sales and profits

Tune in to the Sensodyne Sound...



It's a sound that was first heard across Britain last year, when Sensodyne toothbrushes were advertised on radio, resulting in a sensational increase in sales.

It's the sound of people happily brushing their teeth with Sensodyne toothbrushes – and if you happen to be selling toothbrushes, it's the happy sound of the cash register clocking up sales.

Now the Sensodyne Sound is abroad again, with a new radio campaign due to break in April and run through into May in all the radio stations in the ILR network. And to make the sound even more like music to your ears, Sensodyne toothbrushes are on bonus now. Our representative will be calling with details of the bonus terms and our special package deal with free display unit. Alternatively, call us on Hatfield 61151 for details.

Sensodyne Toothpaste, another high-flyer from the Sensodyne stable, is also on bonus for the same period.



We're continuing to promote Sensodyne products heavily to the dental profession, with year-round press advertising, lots of direct mail and high-priority presentations by our dental representative force.

That's a lot of action. Why not get a piece of it now, when the terms are so good?

Sensodyne Toothbrushes —simply the best

Stafford-Miller Ltd., Hatfield, Herts. Telephone Hatfield 61151

Pharmacists 'paint' plantar warts

Continued from p451

and Salactol have described the swing to pharmacies in respect of their products: "As the prescription charge continues to rise, retail pharmacies are increasingly being visited by patients suffering with warts, who wish to obtain advice and treatment." All Dermal wart preparations are packed in dozens in counter display outers.



Combe Odor-Eaters POS

Odor-Eaters wedge their foot in Scholls' door again with another range variant, the Foot Warmer.

Combe claim that "Odor-Eaters have proved to be the most important development in the foot-care market over the last few years."

Starting in March, the whole Odor-Eaters range will be supported by a new Press campaign designed to broaden the appeal of the product and bring it more in line with other general personal deodorants.

There will be a major promotion to the trade in March, supported by display units which carry a sports sock offer for the consumer. Details of the promotion and consumer offer are available from Nicholas Laboratories representatives, who now distribute the complete range of Combe products.

Scholl's response to the competition is to back footcare products with an £800,000 promotional spend. This will cover a multi-media package including a television campaign for

Air-pillo and thermal insoles; women's magazines advertising for foot toiletries such as rough skin remover, creme foot bath and the new contoured hard skin reducer; and a newspaper campaign for proprietaries such as Zino corn pads, athlete's foot treatment, antiseptic foot balm and ingrown toenail treatment.

Other promotions include a "10p off creme foot bath" coupon which forms part of the Air Pillo insole pack. Classed as a "comfort insole", Air pillo insoles are claimed to be particularly effective in relieving tired, aching feet—a condition estimated to affect 56 per cent of all adults.

The Air pillo insole brand responded well in a television vitality test in the Granada area during 1980. The 1981 strategy will be to expand the television advertising into a further five areas: Scotland, Trident (including Yorks and Tyne Tees), Ulster/Border as well as Anglia and Granada.

A new product launch this Spring is the contoured hard skin reducer (RSP around £0.99) which fits in and supplements the existing line of hard and rough skin removers. This product, together with creme foot bath and rough skin remover cream, will benefit from women's magazines campaign with a budget in excess of £160,000.

As an educational aid as well as promoting sales, a new leaflet for distribution from the stand will be made available within the next few weeks. The leaflet, entitled Scholl Legcare, has a space for a pharmacy name and address stamp.

Scholl 'sandal fair'

Scholl claim to have well over 80 per cent of the exercise sandal market in the UK and that one in three women owns a pair of Scholl sandals. While many companies are cutting back on display expenditure, Scholl is spending heavily in this area and has produced a new range of point-of-sale that lends excitement to the footwear.

For the first time the POS package uses a theme "Sandal Fair" giving a youthful image and identifying Scholl footwear with fun and holidays. For bigger display areas, the "helter-skelter" display can hold a large variety of styles and for smaller spaces, the "big wheel" display takes

up to four styles.

Backing the sandal range will be a heavy multi-faceted advertising campaign aimed to reach several age groups and designed to promote the separate categories of exercise and comfort sandals.

Another campaign, aimed at 15 to 24-year olds, major on the therapeutic benefits of wearing Scholl exercise sandals; it states that Scholl sandals help tone legs and foot muscles. This campaign runs from April until August, using full-colour pages in leading weeklies and monthlies such as *Cosmopolitan*.

The third campaign, aimed at women in all age groups, promotes the range of comfort sandals and uses the headline "Scholl Comfort is



Scholl contoured hard-skin reducer

like you've never seen before". The advertisement features in rotation every style in the comfort range, using colour pages in major weeklies and monthlies from April to July.

The total promotional spend on sandals for 1981 will be in the region of £750,000. In addition to the advertising it will cover three editorial promotions featuring competitions in *Woman*, '19' and *Cosmopolitan* magazines, all with substantial prizes. Although a bonus prize is offered if proof of purchase is submitted with competition entry, the pharmacist will not be involved in any handling.

Then to the future plans for Scholls: "In 1982 we will make the most significant entry into the UK sandal market since exercise sandals were launched in 1959."

Will the residual 20 per cent of competition take up the gauntlet (or sandal) that Graham White of Scholls has boldly cast down? ■

Next week we enter the "space-age" with a look at the possibility at a pharmacist and chiropodist practising in one building.

Pssst—sell you a cut-price script?

I thought I had become immunised to most of the follies we sometimes see among my fellow pharmacists, but recent events give me cause to wonder whether a section of our profession has gone completely mad.

I refer to the reports and controversies over the £1 per item for NHS prescriptions. I do not mean, of course, the slimy imputations regarding the pocketing of the £1—there is only one place for anonymous accusations such as this. Nevertheless, I would pause to remark that, even if it had some basis of foundation—which I publicly challenge the persons concerned to prove—it pales into insignificance beside some of the deliberate frauds practised by what appears to be an increasing number of our medical colleagues by prescribing for one or more members of a family on one form.

What I refer to is the apparently mad practice in which some of my fellow pharmacists engage in drawing the attention of the patient to the fact that “I can sell you this for less than £1”. This is destroying the doctor-patient relationship and I am horrified that any pharmacist could sink so low.

To me there are no “two sides of the case”: we all know that many patients tend to judge the efficacy of a medication by “what it costs” and to such people the implication must be that “your doctor has only prescribed a cheap (and therefore, possibly ineffective) preparation”.

Naturally I am not referring to the question of over-the-counter remedies such as, say, a tube of Transvasin: this difficulty has always been with us and any person with even a modicum of common sense appreciates that in such a case it would be difficult to charge a patient £1 for something he knows he can purchase over the counter for less. What I am referring to is the practice of discussing and offering to undercut the Health Service on dispensed items. I have been appalled at the number of cases I have encountered where a prescription has been presented for, say, Aurist sod bic 10ml and the patient has been told by the pharmacist “I can sell this to you for 70p”.

To me this is a dubious and unethical practice which cannot be

too highly condemned. In such cases the £1 charge represents a contribution by the patient to (1) the cost of the ingredients, (2) a small (very small as we all know) return on capital invested, (3) the professional services of the prescriber and (4) the professional services of the pharmacist.

For one thing such practices literally cut the ground from under the feet of our PSNC. They have a difficult enough job as it is and whilst I never fail to criticise them if I think it necessary, let's face the fact that on our behalf they do a pretty fair job of work. How in the name of sanity, if we publicly demonstrate our own estimate of our professional services as zero, can we expect the Department of Health to rate them any higher?

Can I respectfully suggest that both the Society and PSNC stamp out this practice immediately? Our Council could take effective immediate action by stating that in such cases they propose to regard it as unprofessional conduct, and I would think that our negotiators have an even stronger case by stating that it appears to be a discount or inducement to persuade patients to favour a particular pharmacy and is therefore illegal.

In both instances perhaps our inspectorate might take a little time off from the question of “supervision” to deal with something which the majority of pharmacists would consider of somewhat greater importance.

Drastic action is needed at once—not after Council has wasted valuable weeks or even months discussing it.

Edwin C. Evens
Fordcombe, Kent

Offence taken

The use of CRCs is supposed to be a voluntary decision left to the professional judgment of the pharmacist concerned. Because I consider the recent arrangements to introduce CRCs to be ill-conceived, I find your editorial most offensive with its derogatory term “backsliders”.

The evidence for the reduction in accidental poisoning is flimsy and misleading. In my pharmacy we endeavour to educate our customers in the proper care of medicines—eg children are not allowed to buy medicines, except with written request by a parent; adults are discouraged from handing medicines to children to carry, etc, etc.

Unfortunately some people think I

am too fussy, especially as many of the medicines are available by self-selection from unqualified outlets with no questions asked.

My pharmacy displays a notice offering CRCs by request only. In this way, hopefully, the people that request them will use them properly.

C. A. E. Spriggs
Hitchin, Herts

Rural group

I would thank Mr King for his letter (last week). I am quite willing, if Mr Davies is agreeable and gives his support (since he drew attention to the problems), to act as a caretaker organiser until a committee or group is formed. This naturally will depend on the amount of support forthcoming.

Mervyn Madge
1 Saltburn Road
St. Budeaux, Plymouth

PATA re-examines its RPM role

The role of the Proprietary Articles Trade Association in support of resale price maintenance on medicines is under review.

A statement issued last week says that the Association's council has set up a subcommittee under the chairmanship of the president, Mr Hugh Butler, “to examine the future role of the PATA and to consider whether its functions in support of RPM, which have done so much for the stability of trading conditions within pharmacy, can be extended so as to be a more effective forum for manufacturers, wholesalers and retailers to discuss other areas of mutual interest and concern.”

The committee has had its first meeting and is considering lines of action concerning membership. It invites comments from members as to how PATA could best help them as individuals. These should be addressed to 4 Margaret Street, London W1. ■

Boots association

The annual General Meeting of the Joint Boots Pharmacists Association was held in the Imperial Hotel, Birmingham recently, and the following Officers were elected: chairman: Michael I. Hemmerdinger; vice-chairman: Peter J. Curphey; secretary: Peter J. Windram; treasurer: Alan H. Tobias; recruitment officer: Peter M. Horrix; publicity: David H. Johnson; non-management pharmacist: Mrs Alison Hewes; other officers: Bruce Pimlott and Miss Cath Thomas. ■

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HEALTH~HOME~BEAUTY



PRODUCT	SIZE	COST	M.R.P.	R.S.P.	PROFIT ON RETURN
Sunsilk Hairspray	12 x standard	£4.24	73p	51p	20.3%
Sunsilk Shampoo	12 x standard	£2.77	52p	34p	21.9%
Colgate Toothpaste	12 x standard	£1.89	40½p	23p	21.2%
Colgate Toothpaste	12 x large	£2.86	61p	35p	21.6%
Windolene Spray	12's	£4.50	63p	54p	20.1%
Ajax Scourer (P/M 24p)	24's	£4.05	24p		19.1%
Pledge (5p off)	12 x 227g	£5.90		71p includes 5p off	20.3%
'J' Cloths	12 x 6's	£3.69	58p	45p	21.4%
'J' Cloths	12 x 12's	£6.29	99p	76p	20.6%

OFFERS AVAILABLE FROM 9th MARCH UNTIL 27th MARCH, 1981

ALL OUR OFFERS ARE SUBJECT TO AVAILABILITY AND VAT WHERE APPLICABLE

ALDERSHOT
Tel Aldershot (0252)
313058/9/0

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779731

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71281

EASTLEIGH
Tel Southampton (0703)
610816/7/8/9

LOWESTOFT
Tel Lowestoft (0502)
65168

NORWICH
Tel Norwich (0603)
49029

PLYMOUTH
Tel Plymouth (0752)
708111/2/3

READING
Tel Reading (0734)
585739

STAINES
Tel Staines (81)
52515

AVONMOUTH
Tel Avonmouth (0272)
825551

CHATHAM
Tel Medway (0634)
41621

COWES
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296511

HANWELL
Tel 01-579 5297/8
59059

LUTON
Tel Luton (0582)
583366

NOTTINGHAM
Tel Nottingham (0602)
869678/9

PORTSMOUTH
Tel Portsmouth (0705)
63563

SIDCUP
Tel 01 302 6237

WALTHAM ABBEY
Tel Lea Valley (9)
715115

BARNHAM
Tel Yapton (0243)
552628

CHRISTCHURCH
Tel Christchurch (0202)
482071

DAGENHAM
Tel 01-592 7839
593 3501
595 7497

IPSWICH
Tel Ipswich (0473)
59059

NORTHAMPTON
Tel Northampton (0604)
53012

PETERBOROUGH
Tel Peterborough (0733)
231941

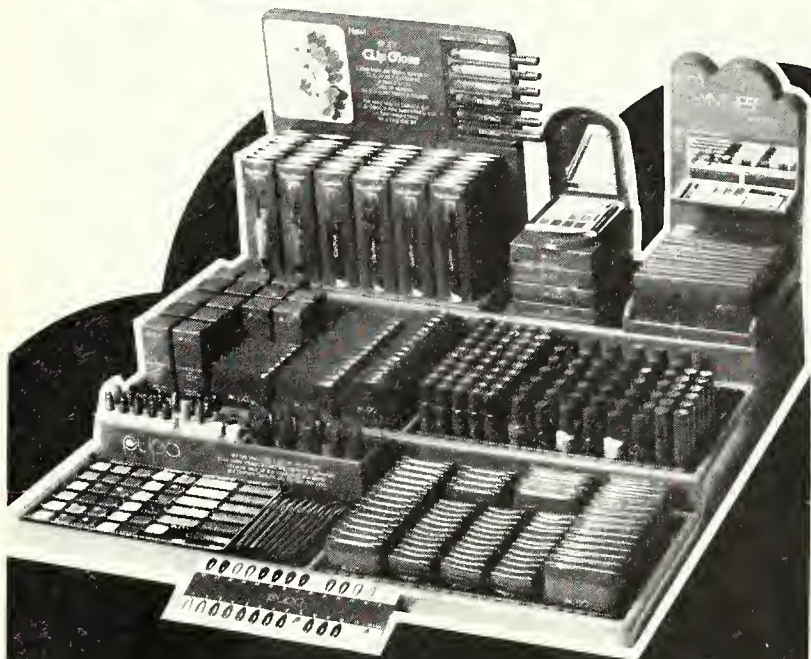
RAYNES PARK
Tel 01-946 9111

SOUTHEND
Tel Southend (0702)
528341/2

WATFORD
Tel Watford (92)
43903

We do not compete with our customers -
we neither own nor control any retail shops.
We neither wish nor intend to serve members of the general public.

fantastica cosmetica Italiana!



Pupa, the fantastic new make-up sensation from Italy. Brand new in this country but already a huge success on the continent and in N. America. Pupa, created by Angelo Gatti, in explosive red packaging and display simply can't be overlooked.

Not only is Pupa seen to be different, it is different. Because Pupa offers your customers red-hot innovations in make-up. Like CLIP-GLOSS, fashionable lip gloss in a unique pen-like applicator: Like BOUQUET, a complete super-compact beauty kit.

Starting April, Pupa will blaze a colour trail in women's magazines like 'Cosmopolitan', 'Company', and 'She'. Your customers will be looking for Pupa. Don't disappoint them.

The range is currently stocked in larger Boots branches.



Phone or write now for illustrated colour brochure and full product details to:
Thomson & Joseph Ltd.
Castle House, 21 Davey Place,
Norwich, Norfolk, NR2 1PJ.
Telephone Norwich 0603-60331/3.

Pharmaton introducea new Ginseng product



with a Swiss guarantee of purity and strength.

For the past ten years, Pharmaton have earned an enviable reputation in the U.K. for their range of top quality pharmacy — only health and skin care products.

Now they're introducing Pharmaton Ginseng Extract Capsules to meet the current demand for Ginseng products. Naturally, they come with a Swiss guarantee of purity and strength.

Ask about the special introductory deals from your local wholesaler.

Further information and promotional material:

Pharmagen Ltd.

Runcorn, Cheshire. Tel: 0928 712918.

Recession deepens for 'big league' companies

For the first time since 1938, ICI have announced a dividend cut following the announcement of a trading loss for the second quarter in succession. Final dividend for 1980 has been cut from 11p to 5p and there will be no profit sharing bonus for employees.

The company blame their situation on the recession, continued strength of sterling and price increases, particularly for oil based raw materials. The petrochemicals, plastics fibres and organic sectors all made losses, but there were bright spots in some areas. Pharmaceuticals had a relatively successful year, achieving a £66 million profit on sales of £346m. The agricultural division achieved a profit of £151m and chemicals £99m.

Overall, pre-tax profits fell 54 per cent to £284m (£613m) on a turnover of £5,715m (£5,368m). The company reported their first ever loss of £10m, in October, and revealed last week that a further £6m had been lost in the final quarter.

A few days after releasing their results, ICI announced the merger of two of their divisions which have been particularly hit over the past 12 months—the petrochemical and plastics divisions. Joint losses for the two sectors were £79m for 1980 and the merger is hoped to create major cuts in costs. Jobs will be lost in the slimming down operation.

Fisons

Fisons have also been severely affected by the current economic climate, and produced a net loss of

Cash-flow relief for small businesses

Government Departments have been told to speed up payments due to small businesses, writes our parliamentary correspondent. This was revealed in the House of Lords by Earl Gowrie, Minister for Employment, when the Government was urged to take positive action to help traders overcome their cash flow problems.

Barones Wootton (Labour) complained of the "growing practice" of large and well-known businesses

£16.83m for the year end December 31, 1980, against a profit of £12.13m in 1979.

Sales rose 5 per cent, but the recession and high interest rates took their toll with finance charge up 93 per cent to £12.56m.

In the pharmaceutical division, sales were up to £91.32m (£81.3m), but profits were static at £12.24m (£12.29m). The impact of the strength of sterling particularly hit overseas profitability in this sector.

Agrochemicals were worst hit and while sales were up 8 per cent to £84.36m (£77.96m), profits fell 17 per cent to £2.24m (£2.68m).

The dividend has been cut by more than two-thirds to 3.1p, but the company say they have embarked on a "major action programme aimed at improving profitability".

Albright & Wilson

A £16 million drop in the turnover of Albright & Wilson, to £385m matches an identical—but much more significant—drop in profit before tax from £19m to £2.9m, for the year ended December 29.

The company attribute the profit fall principally to: "... the deep recession in the UK exacerbated by the strength of sterling.

"The volume of sales in the UK home market fell and although the volume of exports increased, profitability was severely eroded."

Capital expenditure in 1980 amounted to £29.8m, compared with £31.6m in 1979. ■

bringing pressure to bear on small businesses for prompt delivery and then refusing payment for very long periods. "Could not the Government take some action to stop this?" she asked.

Lord Gowrie assured her that the Department of Industry had already made representations that there should be prompt payment of contracts. He added "We have also tried to put our own house in order to see that Government pay their contractual bills more rapidly than they have been prone to do, which also affects business". ■

£3m technical boost for Smith & Nephew

A £750,000 technical centre, to provide the link between Smith & Nephew Research Ltd, at Harlow and the productions lines in their Hull factory, was opened by Hull's Lord Mayor last week.

Teams of science graduates from a variety of disciplines will be involved in product development, particularly of medical dressings, and process control. The new two-storey centre and the adjacent pilot-plant building are on the same site as the manufacturing facility and will employ 65 staff.

The process control development involves the use of mini-computers capable of monitoring the performance of production line machinery and staff. Separate computers are used to analyse the quality control data produced by the customary analytical tools. S&N say they "are looking for new improved products relying on a greater degree of technology to strengthen their position in an increasingly competitive world."

This is a far cry from T. J. Smith's early days when he imported cod liver oil from Norway to sell to hospitals and refined it by a process which involved standing winchesters on the flat roof of his chemist shop.

Commenting on this exceptional technique, Mr D. E. Seymour, deputy chief executive of S&N Associated Companies Ltd said: "I presume that the sun shone in Hull rather more in those days than in 1981!" ■

Group texts added to CEFIC Tremcards

Following the publication last year of CEFIC Tremcards, the individual transport emergency data cards carried in chemical road vehicles, a complementary reference volume covering groups of chemicals was published this week.

While the 1980 Reference Edition contains 500-plus cards referring to individual substances representing chemicals regularly carried in bulk quantities, the new publication makes provision for other substances conveyed, "often less regularly and in smaller quantities", and which can be categorised into groups.

"CEFIC Tremcards Group Texts" is available (£15) from CIA Publications Department, 93 Albert Embankment, London SE1 7TU. ■

More Business News overleaf

AN OPEN LETTER TO ALL PLAYTEX TAMPON TRADE CUSTOMERS.

Dear Customer,

Early in 1980 we introduced a new sanitary protection product – Playtex Tampons, a product which has had a long history of success in tampon markets throughout the world. In under a year this new product has already become **the ninth largest brand** out of more than forty (tampons and towels) in this market. This result indicates widespread consumer acceptance and satisfaction.

We at Playtex are committed to building our business with the introduction of superior sanitary protection products. In so doing we are conscious that business success only comes from an effective partnership with you the retailer, and with the consumer – our mutual customer. Every Playtex product offered has been thoroughly tested and designed to offer consumer satisfaction at a price clearly associated with value and to give unique benefits which are appreciated by the consumer.

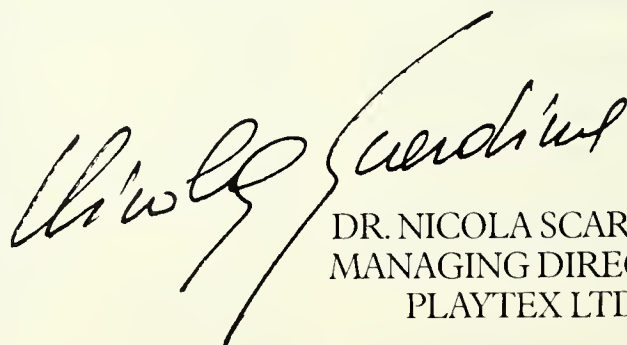
Recently, in the UK there has arisen some adverse consumer group opinion to tampons in general and to Playtex Tampons in particular. Because of this, and because we fully appreciate that all tampon users are your valuable customers, we would like to set the record straight so that you are totally aware of the issue and the Playtex position.

1. Currently **all tampons** are being studied by Government Health Agencies to determine exactly what role tampons play in the development of TSS (Toxic Shock Syndrome).

2. In the UK some opinions being voiced relate to the possible association of 'insertion via plastic applicator,' 'deodorancy,' or 'use of synthetic fibres' with TSS. In fact, Government Health Authorities in the US have indicated that their studies show no correlation between the presence of these features of tampon design and TSS incidences.

3. **Based on the evidence, Playtex Tampons, both deodorant and non-deodorant, are as safe to use as any other tampon on the market today.**

We look forward to mutual business growth with all of our customers and appreciate your understanding this delicate consumer issue relating to all tampons.



DR. NICOLA SCARDINA
MANAGING DIRECTOR
PLAYTEX LTD.

Britain backs babymilk products curb

Britain will support moves to be made at the World Health Assembly in May to impose new restrictions on the marketing of baby milk products in developing countries (*C&D*, February 21, p365).

This is a response to the mounting international campaign to curb the number of deaths among children in under developed territories in Asia, Africa and South America resulting from what has been termed the "ill effects of exploitive commercial advertising promotion" and was announced last week.

Our parliamentary correspondent writes that Sir George Young, Under Secretary for Health, told MPs that a draft code to be debated by the WHA seeks to ban the advertising of breast-milk substitutes in such areas. Sir George explained "It also seeks to ban the use of sale inducements such

as free samples, gifts and discounts, either directly to mothers or to hospitals and clinics.

"It contains provisions to prevent manufacturers making financial inducements to health workers to promote breast-milk substitutes and paying their own employees bonuses based on the volume of sales of these products".

He pointed out that responsibility for controlling the advertising and marketing of breast milk substitutes within any country lay with the Government of the country itself. "The code does not require individual countries to control the overseas marketing facilities of their baby food manufacturers".

□ Problems of infant malnutrition and illness in the Yemen have been severely increased by the introduction of infant milks, claims a report published recently by War on Want and the Catholic Institute for International Relations. While these products, used properly, are safe and nutritionally adequate, the report says there is little chance of them being used safely in the Yemen where water supplies are contaminated and 98 per cent of women illiterate. ■

Sanofi form UK trading group

Following a rationalisation of Sanofi's operations in the UK a new trading group has been formed. The company has previously functioned with three units in the UK. Two trading units in the south—Bergal handling toiletries and perfumes, Ceva, veterinary and agricultural products—and with a joint Company 50 per cent owned with Reckitt & Colman and trading as Reckitt-Labaz in human pharmaceuticals.

Following the acquisition of Reckitt & Colman's shares by Sanofi, this company has become a wholly owned subsidiary, trading as Labaz, and has also established a Sanofi Medical Research Unit. These companies and units are all drawn together under the newly formed UK group named Sanofi UK Ltd. Reckitt & Colman, however, retain distribution rights over Labaz products.

Senior staff of the new group are as follows: Chairman, Mr R. A. Wing, formerly chairman of Reckitt & Colman's pharmaceutical division. Medical director, Dr Luke Harris, formerly with Schering-Plough. Marketing director, Mr John W. King formerly international director and before that UK medical marketing director for Reckitt & Colman in the UK. Managing director of Bergal in

the UK, Mr Peter Howarth, responsible for the toiletry and perfumery businesses, and formerly with Elizabeth Arden. Managing director of CEVA in the UK, Mr Peter Dawson, formerly with Abbott veterinary division. Company secretary and chief accountant, Mr Keith Grimshaw, formerly with Reckitt & Colman in Europe. ■

Ventolin in USA

Glaxo are to be given approval, by the Food and Drug Administration, to market Ventolin in the USA.

The product will be available in inhaler form only initially although the company expects to introduce other formulations later. Marketing will be by Glaxo Inc, the US subsidiary company, who will use the Ventolin brand name, and also by the Schering Corporation who will market under the title of Proventil.

Estimates in the financial Press put the British sales of Ventolin at £20 million last year and worldwide sales at about £80m. Glaxo say Ventolin is the most widely prescribed aerosol bronchodilator in the world, outside the USA. Becotide is already marketed in America by Glaxo Inc as Beclovent and the company intends to introduce other new products onto the US market. ■

Delay likely on Augmentin launch

The introduction of Augmentin, Beecham's new antibiotic, is now likely to be delayed following disagreement between the company and the Committee on Safety of Medicines over the approved indications.

Augmentin is a combination of amoxycillin and clavulanic acid—a beta-lactamase inhibitor. The CSM is thought to have suggested that it should only be used for Gram-negative infections. However Beecham's clinical trials have apparently shown that it is effective against Gram-positive organisms, including bacteria previously resistant to amoxycillin.

Beecham were hoping to launch Augmentin towards the end of the month but this will probably now be delayed while the company tries to change the Committee's view. ■

Briefly

■ **Vestric Ltd's** Swansea branch is moving to 135 Gors Road, Cwmbwrla, Swansea SA5 8LX; telephone Swansea 53271 (chemist sales); Swansea 54180/54875 (hospital sales). Effective from March 9.

APPOINTMENTS



Mr Freeman, (left) and Mr Dosser

■ **National Pharmaceutical Association:** Mr Brian Dosser, FCA, is appointed finance & administration officer. Mr Dosser has held previous appointments with Price Waterhouse, Courtaulds and, latterly, the Steinberg Group where he was group chief accountant and financial director of their retail division.

■ **Unichem Ltd:** Mr George Freeman is appointed manager of the Kingston-upon-Thames branch. His career started with Evans Medical Ltd—first as a representative in the UK and later as director and general manager in Nigeria. Mr Freeman was branch manager of the Dunfermline, Edinburgh and Liverpool branches of Vestric Ltd before being made their management development manager.

MARKET NEWS

Menthol active

London, March 3: In a week dominated by international currency fluctuations one of the few bright features was the business done in menthol. Both Brazilian and Chinese crystals were in demand and also Brazilian peppermint oil but the oil from China was mostly neglected. Prices were 5-10p/kg up on the week as to origin and product.

Elsewhere in essential oils, the lower-valued pound against the US dollar had little effect on prices during the past week. However higher rates for those commodities normally traded in dollars cannot be far away unless the pound bounces back again soon. Meanwhile cinnamon leaf and lemongrass were easier and cananga was dearer.

Among aromatic seeds China star anise rose sharply by about £200 metric ton; Indian cumin was down by £30.

Gentian root was dearer by £50 metric ton but other botanicals were unchanged.

Pharmaceutical chemicals

Adrenaline: (per g) 1 kg lots base £0.35; acid tartrate £0.30.
Aloin: micro-crystalline £28.65 kg in 50-kg lots.
Ascorbic acid: (per kg) 100-kg £5; 500-kg from £4.60 as to source.
Benzocaine: BP in 50-kg lots, £6.63 kg.
Calamine: BP £758 per 1,000-kg delivered.
Caffeine: BP anhydrous £4.61 kg in 100-kg lots.
Glycerin: In 250-kg returnable drums £670 metric ton in 5-ton lots; £695 in 2-ton lots.
Isoprenaline: Hydrochloride £75 kg; sulphate £65.
Kaolin: BP natural £181.25 per 1,000 kg; light £189.10 ex-works in minimum 10-ton lots.
Lactic acid: BP 88/90% £175 kg in 70-kg drum.
Magnesium sulphate: BP £147.10-£150 metric ton; commercial from £118.50; exsiccated £310.60.
Magnesium trisilicate: £0.70 kg in minimum 1,000-kg lots.
Sodium sulphate: Fine crystals BP £99 per metric ton, pea crystals £131.20; fine £109; commercial £43.10 ex works.

Crude drugs

Balsams (kg) Canada: Unchanged at £11.40 on the spot; shipment, £11.30 cif. **Copaiba:** no

offers. **Peru** £9.40 spot; £9.15, cif. **Tolu** £6.15 spot. £6.15 spot.
Gentian root: £2,300 metric ton spot; £2,250, cif.
Ginger: Cochin £600 metric ton spot; £575, cif. Other sources not quoted.
Honey: (per metric ton in 6-cwt drums ex warehouse). Australian light and medium ambers £690-£720 Canadian £800; Mexican £580; Argentinian (white) £680.
Menthol: (kg) Brazilian £5.90 spot and cif. Chinese £5.10 spot; £4.85, cif.
Pepper: (metric ton) Sarawak black £750 spot, \$1,600 cif; white £1,000 spot; \$2,025 cif.
Seeds: (metric ton, cif). **Anise:** China star £1,135 for shipment. **Celery:** Indian £380. **Coriander:** Moroccan £180. **Cumin:** Indian £570. **Fennel:** Indian £450. **Fenugreek:** Moroccan £275; Indian £290.
Senna (kg) spot Alexandria pods hand-picked from £2 upwards; manufacturing £0.50 Tinnevely faq leaves £0.44; pods, faq £0.42; hand-picked £0.55.
Turmeric: Madras finger £360 metric ton spot; £250, cif.

Essential and expressed oils

Almond: Sweet in 1-ton lots £1.40 kg duty paid Bay; West Indian £10 kg spot; £9.90, cif.
Buchu: South African £115 per kg spot; English—distilled £180.
Cananga: Indonesia £14.25 kg spot; £12.75, cif.
Cinnamon: Ceylon leaf £2.60 kg spot; £2.43, cif; bark: English-distilled, £155.
Eucalyptus Chinese £1.98 kg spot; £1.92, cif.
Fennel: Spanish sweet £8.40 kg spot.
Lemon: Sicilian best grades from £26 kg in drum lots.
Lemongrass: Cochin £4.80 spot; £4.25, cif.
Olive: Spanish £1,420 per metric ton in 200-kg drums exwharf; Mediterranean origin £1,380 Drawback £207.61 ton on Spanish after packing in containers of 5 litres or less.
Patchouli: Indonesian £2.80 kg spot; £11, cif.
Peppermint: (kg) Arvensis—Brazilian £4.90 spot; £5.05, cif Chinese £3.10 spot; £3, cif American piperata £8.95, cif.
Vetivert: Java £11.25 kg spot; £10, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Monday, March 9

Epsom Branch, Pharmaceutical Society, Bradbury Centre, Epsom District Hospital, at 8 pm. Dr D. L. Williams, Reckitt & Colman Products, pharmaceutical division, on "Dietary fibre".
Harrow and Hillingdon Branch, Pharmaceutical Society, Himsforth Hall clinical research centre foyer, at 8 pm. Dr Mahler, diabetic consultant, Medical Research Centre, on "Modern insulins".
Plymouth Branch, Pharmaceutical Society, Greenbank Hospital medical centre lecture theatre, at 8 pm. Professor Paul Spencer, Welsh School of Pharmacy, on "Pharmacology of morphine-like analgesics".

Stockport Branch, Pharmaceutical Society, Alma Lodge Hotel, Stockport, at 8 pm. Area Health Education Officer on "Social services".

Tuesday, March 10

Galen Group, Friends' Meeting House, Park Lane, Croydon, at 8 pm. Annual meeting and Mrs Warriner on "Among my souvenirs".
Lanarkshire Branch, Pharmaceutical Society, Ravenscraig suite, Garrion Hotel, Motherwell, at 8 pm. Celebration of the Wellcome Foundation centenary.
Leicestershire Branch, Pharmaceutical Society, Leicestershire Royal Infirmary postgraduate medical centre, at 8 pm. Tim Appleton on "Establishing Rutland water conservancy".
South West Metropolitan Branch, Pharmaceutical Society, St Helier Hospital postgraduate medical centre, Wrythe Lane, Carshalton, at 8 pm. Dr Brian Kay, Contactasol Ltd, on "Contact lenses and lens solutions".
Stirling and Central Scottish Branch, Pharmaceutical Society, Park Hotel, Falkirk. Dinner and film evening. Admission by ticket only obtainable (free) from branch secretary.

Wednesday, March 11

Isle of Wight Branch, Pharmaceutical Society, Swainston House Hotel, Calbourne, at 7.45 pm. Annual dinner with Mrs E. J. M. Leigh as guest of honour.
London Branch, Retail Pharmacy Guild/ASTMS, National Hospital boardroom (main building), Queen Square, London WC1, at 7.30pm for 8pm.
Scottish Department, Pharmaceutical Society, 36 York Place, Edinburgh, at 7.45 pm. Mr J. Owen Dawson, Ethicon Ltd, on "Industrial sterilisation".

Friday, March 13

Dundee & Eastern Scottish Branch, Pharmaceutical Society, Ninewells Medical School lecture theatre 3. Joint meeting with Dundee division of BMA. Professor P. F. D'Arcy on "Drug reactions and interactions".
Plymouth Branch, Pharmaceutical Society, Greenbank Hospital medical centre lecture theatre, at 7.30 pm. Joint meeting with Plymouth BMA division. Dinner followed by Dr Simpson-White, chairman, Plymouth BMA, on "From Plymouth to Cork including a memoir of the Lusitania".

Advance Information

Leeds Branches, National Pharmaceutical Association and Pharmaceutical Society, Mansion Hotel, Roundhay Park, Leeds. Dinner dance on March 21, at 7.15 pm. Principal guests are Mr Joseph Wright and Mrs Wright. Reservations (£8.25) to Mr L. Calvert, 45 Upper Accommodation Road, Leeds LS9 8LT.
Beantalk Shelving Ltd, seminars, Queens Hotel, Farnborough, Hampshire, on April 1 and 2, at 7.30 pm. Subjects will include merchandising, management and planning techniques and customer psychology. Each seminar will last about 1½ hours. Applications (free) to Brian Howard, Marketing Manager, Beantalk Shelving Ltd, Chichester, West Sussex PO19 2TZ.
Medical Applications of Textiles conference, Leeds University, July 7-9. Delegates from the medical and paramedical fields as well as textile industry representatives are expected and a broad coverage is planned including papers on surgical dressings, sterilization and incontinence products. Further information from Mr J. T. Gleave, Special Courses Division, University of Leeds, Leeds LS2 9JT.
British Institute of Regulatory Affairs annual residential symposium, University of Surrey, Guildford, July 15-17. "Regulation and innovation in the pharmaceutical industry". Further information from Mrs Y. Robertson, Yew Cottage, Cherry Garden Lane, Maidenhead, Berks.

The Triangle Trust helps people of the Pharmaceutical Industry

The Triangle Trust 1949 Fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed, or formerly employed in the pharmaceutical industry in Great Britain and the British Commonwealth. Such relief may include assistance with the educational expenses of children.

The Trustees are also prepared to consider applications for financial assistance, beyond the scope of an employer's responsibilities, with education or training in general subjects, including music and the arts.

For additional information, or to apply for assistance, write to: The Secretary, Dept CD, The Triangle Trust 1949 Fund, Clarges House, 6-12 Clarges Street, London W1Y 8DH.

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BOX C&D 2774

Business for sale

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X2—CLEVELAND—All round pharmacy in densely populated area turnover £95,000 1,200 scripts per month £8,000 for goodwill, fixtures and fittings plus stock at valuation.

X3—HIGH WYCOMBE—Drug store in small shopping centre, on council estate in village close to High Wycombe. Turnover to 30.9.80 £24,000, rent £1,750 per annum. Two bedrooomed flat above, goodwill, fixtures and fittings £6,000 plus stock at valuation approximately £6,000. Suitable for conversion to pharmacy.

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X5—CENTRAL LANCASHIRE—Main road Pharmacy close to the centre of a character full town, dispensary approximately 1,600 scripts per month. Turnover to 31st May 1980 £68,798. Freehold property for sale at £12,000 although a lease would be considered. Stock at valuation approximately £10,000. Offers invited for goodwill and fixtures.

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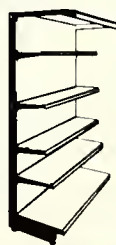
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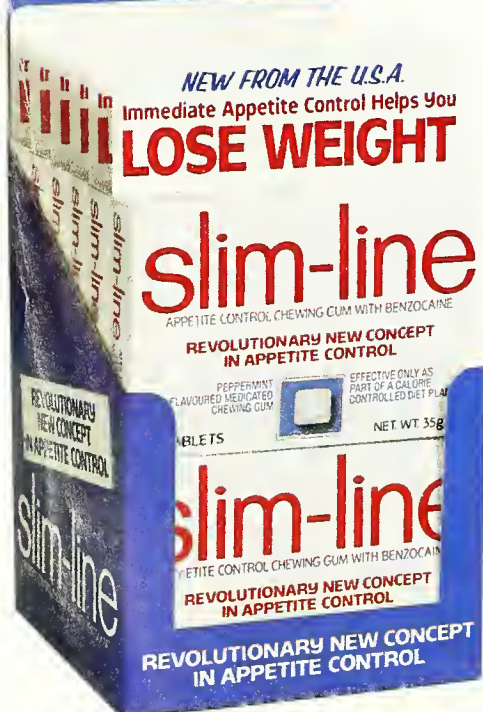
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